

DOLLAR BOOKS NUMBER

THE Publishers' Weekly

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXVI

NEW YORK, AUGUST 24, 1929

No. 8

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New titles

- 68. PAN by Knut Hamsun August 2
- 69. THE LORD OF THE SEA by M. P. Shiel August 30
- 70. ESSAYS OF A BIOLOGIST by Julian Huxley September 27

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By John Cowper Powys

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The American News Company

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A GREAT AUTHOR: The author of *Jean Christophe* has deservedly one of the greatest literary reputations of any European writer today. In America, hundreds of thousands of readers respect his name and have felt the power and fascination of his writing...A GREAT SUBJECT: In Beethoven, the strange, pathetic musical giant, Romain Rolland has the perfect subject for a biography. Perhaps no other author understands the musical genius as does Rolland — certainly none have presented him with such living force...A GREAT BOOK: *Beethoven* is not only one of the finest contemporary biographies but one of the most beautiful, containing 30 plates in photogravure, and many illustrations in the text. It is a volume worthy of its author and subject—a book that will stand head and shoulders above the other Fall biographies.





HOVEN CREATOR

Translated by Ernest Newman - Royal Octavo
Fully illustrated. - - - - - \$5.00

HARPER & BROTHERS PUBLISHERS

Here are High Spots

Mrs. Eddy

**The Biography of a
Virginal Mind**

by

Edwin Franden Dakin

"A fearless, direct, and unequivocal story."
—HARRY HANSEN in the *New York World*.

"A biography which has more suspense and mystery than some detective stories, and is more readable than most . . . novels."

—LEWIS GANNETT in the
New York Herald Tribune.

"A temperately conducted and searching inquiry . . . fraught with dramatic interest. . . . Mr. Dakin's is the fairest record of her life."—SIDNEY WILLIAMS on the *Philadelphia Inquirer*.

Published August 16. \$5.00

A Modern Comedy

by
John Galsworthy

This book contains three full-length novels—"The White Monkey," "The Silver Spoon," and "Swan Song"—and two short interludes—"Passers By" and "A Silent Wooing." It might be called the saga of the younger Forsytes, for it gives the history of the younger generation of that magnificently portrayed family as completely as "The Forsyte Saga" told the history of their elders. The human link between the two volumes is Soames Forsyte, and with his passing in the last pages of "A Modern Comedy" the family chronicle comes to a close.

798 pages. \$2.50

Published September 6

The Man Who Dared to Be God

A Story of Jesus

by Robert Norwood

author of "The Steep Ascent," etc.

This is the story of Jesus which has been so long and so eagerly awaited. Nothing stereotyped was to be expected from the hand of Dr. Norwood; to his great subject he brings the daring and the passion of a poet. The result is a new and vital characterization of "the most important man this planet has produced." Published September 6. \$2.50

Smoky [Scribner's \$2.50 Illustrated Classics for Younger Readers]

by Will James

With many illustrations in full color by the author and numerous new drawings.

Here is "Smoky" in color, the latest addition to a famous series. Will James's classic story is made even more vivid by the new illustrations. Published September 6. \$2.50

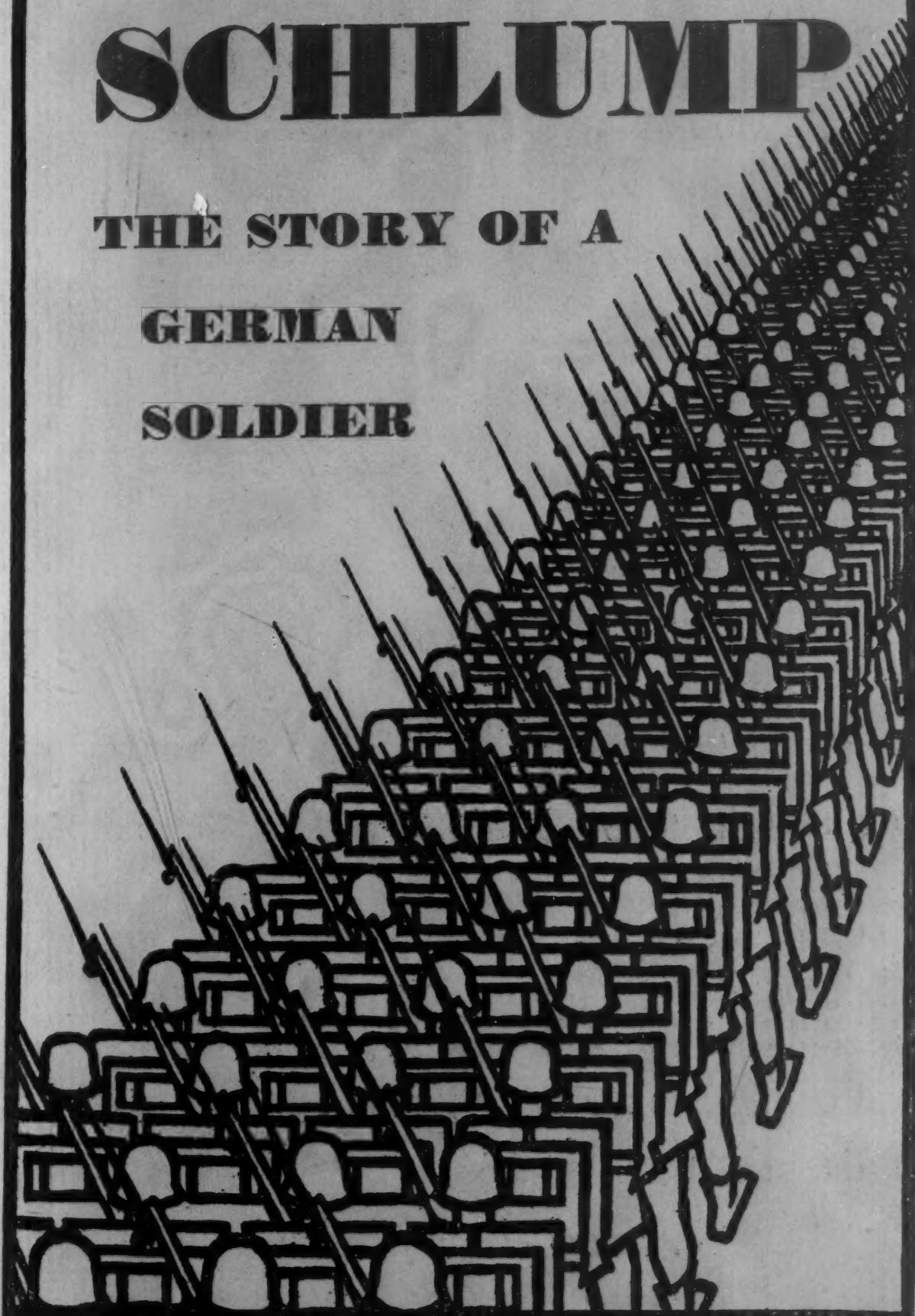
CHARLES SCRIBNER'S SONS, NEW YORK

SCHILLUMP

THE STORY OF A

GERMAN

SOLDIER



HERSCHELL BRICKELL says:—

“*the
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'All Quiet'*”

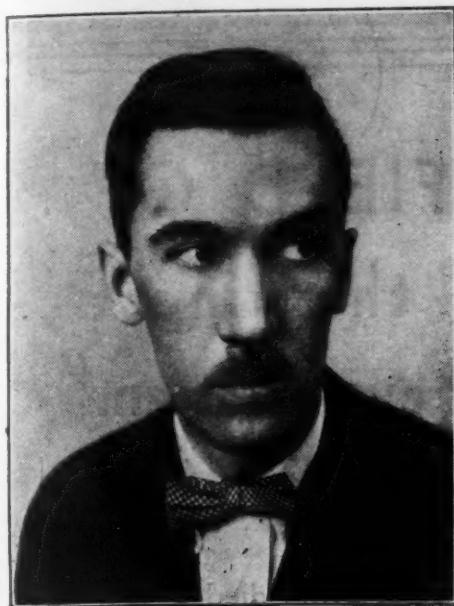
in the PUBLISHERS' WEEKLY

SCHLUMP

THE STORY OF A GERMAN SOLDIER

Sept. 26th, \$2.50
HARCOURT, BRACE AND COMPANY

Just Out



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Literary Sign-Posts
in the
SEPTEMBER
SCRIBNER'S
MAGAZINE**

with the leading article by
ROBERT E. SHERWOOD
 on
"The New German Offensive"

▼
**WILLIAM LYON
PHELPS'S
"As I Like It"**

one of the most popular
book features in
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WILLIAM LYON PHELPS

"Literary Sign-Posts" has special reviews of "They Stooped to Folly," "The Omnibus of Crime," "Men and Machines," "Short Stories Out of Soviet Russia," "Roper's Row," "Splendor of God," "Aspects of Biography," "The Ordeal of This Generation," and other significant books.



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Donn Byrne

When Donn Byrne died a year ago the ink was scarcely dry on the letter in which he wrote these words. Today we can only reiterate the opinion: **FIELD OF HONOR** is unquestionably his finest full-length novel, the most ambitious and successful story he ever attempted. It will swell the ranks of Donn Byrne enthusiasts with thousands of readers who will be attracted by this mighty last novel from his pen. Our attractive and extensive advertising campaign is scheduled to begin on publication date and continue throughout the Fall. Watch for additional promotion features!

BY DONN BYRNE

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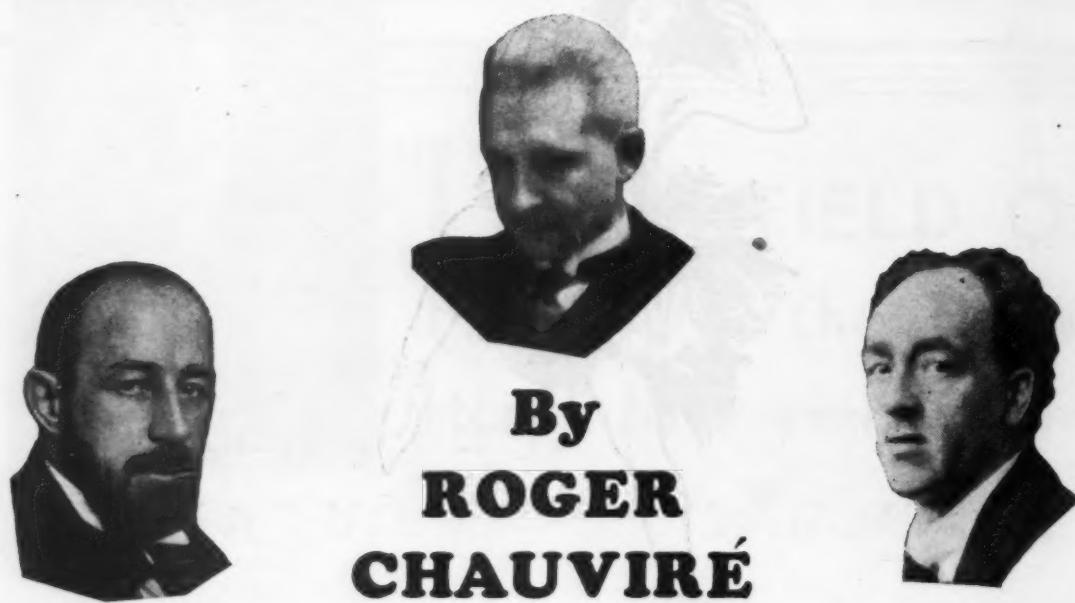
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BY VERA
CASPARY
AUTHOR OF
THE WHITE GIRL

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ROGER
CHAUVIRÉ**

Translated by
ERNEST BOYD

Preface by
JAMES STEPHENS

A Frenchman has written the best novel to date about Ireland and these two distinguished Irishmen sponsor it.

"Not only an extraordinarily vivid presentation of the complicated situation in Ireland which no Irish person can read unmoved, but it is a swift-moving and dramatic narrative of the broadest human interest."—Ernest Boyd.

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THE SWORD IN THE SOUL BY ROGER CHAUVIRÉ

Ready September 18

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LONGMANS GREEN & CO., 55 Fifth Avenue, New York



THIS is a first novel in which we are particularly interested. We are interested because we find it honest, full-blooded and exciting — a splendid story against a dramatic new background. The struggle of Mathew Gulick, the son of a scalawag, is strongly knit with the struggle of the great Northwest toward civilization. We feel that this book has real selling possibilities.

\$2.50

PUBLISHED SEPTEMBER 19

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HOW LIKE A GOD is written in a revolutionary technique. It is told in the second person. All the action takes place within the length of time it takes a man to mount a flight of stairs. At the top of the stairs is a woman he intends to murder. Not until almost at the close of the book do we learn this woman's identity.

Take a good look at the photograph above. It is a face that will become familiar to you. Rex Stout has just begun his literary career. He waited until his maturity to write this, his first novel.



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The publishers' advertisement section of THE AMERICAN MERCURY is inviting to one interested in books (as American Mercury readers are). In THE AMERICAN MERCURY the publishers' announcements and the book

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H. L. MENCKEN, EDITOR

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THE PEASANTS

by Ladislas Reymont

THE DECLINE OF THE WEST

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THE MAGIC MOUNTAIN

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THE COUNTERFEITERS

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DEATH COMES FOR THE ARCHBISHOP

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Queen

Elizabeth

by Katharine Anthony

author of *Catherine the Great*

FROM the cradle to the grave Elizabeth stands in striking profile, a tragic spirit full of gorgeous paradoxes—the daughter of Bloody Henry, lover of Essex, executioner of Queen Mary, inspiration of Shakespeare, vanquisher of the Spanish Armada . . . A book as colorful as the brilliant Elizabethan period itself. Here for the first time is the complete, magnificent life of the world's most renowned yet mystifying queen. The dramatic story of a woman doomed to build an empire but to be ever thwarted; to love passionately, yet to condemn those dear to her; to be accused of coldness, but to die of heart-break. Illustrated, with an attractive picture jacket.

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NEW YORK



A New Novel by the Author of
Kristin Lavransdatter

IN THE WILDERNESS by Sigrid Undset

Nobel Prize Winner for 1928

Prominent among the reasons for awarding the Nobel Prize to Sigrid Undset stands *The Axe* and *The Snake Pit*, the first two volumes of her great tetralogy, *The Master of Hestviken*. *In the Wilderness* is the third volume. Sigrid Undset is now established as one of the greatest living writers—perhaps the most widely read of all the great writers. *Kristin Lavransdatter* for example has sold well over 100,000 copies. Here is the same powerful kind of drama of mediaeval life that caused the Book-of-the-Month Club to say of *Kristin*: "Far and away the best-liked choice our judges have ever made."

September 27th, \$2.50

CORA by Ruth Suckow

Ever since *Country People* in 1924 each of Ruth Suckow's novels has outsold its predecessor. But *Cora* will have a really exceptional sale. Here is the same honest picture of the middle-west, the life and people Miss Suckow knows so well, but in addition there is a warmth and glamor that was not in her earlier writing.

September 27th, \$2.50

DANGER SPOTS IN WORLD POPULATION by Warren S. Thompson

A fearless book that sees through the futile gestures of peace conferences, and fixes the real blame for wars on unequal distribution of the world's population. A clear scientific explanation of the terrible connection between war, birth-control and over-population.

September 27th, ill., \$4.00

BOR by Zona

The first full length author of *Miss Lulu Bet* Zona Gale's former ch thing new—the mystery st able even to itself. The tis is adorable Marfa Mann responsible for the world excellent reasons and am falls in love and strangely Ask for an advance copy

RASP by Ivan

The first big novel after the Revolution. Ge work which must be pl Tolstoy's equally vast nov Mann called it: "A monu lof wrote to the author: " admiring for the strength which you represent the R September

ALFRED A. KNOOP



ORGIA

Zona Gale

length novel in three years by the
lu Bell. A modern novel with all
 er charm, and in addition, some-
 tery study of a character, unfathom-
 The time refers to the paradox that
 Manchester, who feels strangely
 e world's trouble—sometimes with
 and amazing results. And then she
 rangelno longer scatters tragedy.
 e copy of this unusual novel.

September 13th, \$2.50

SPUTIN

in Nazhivin

ovel of Russia before, during and
 n. Georg Brandes said: "A great
 be placed at the side of Leo
 st novel *War and Peace*." Thomas
 monumental work." Selma Lager-
 hor: "I am filled with the greatest
 strength and understanding, with
 the Russian people."

September 13th, 2 vols. boxed, \$6.00



730 Fifth Ave., New York

A New Novel by the Author of
Egg Pandervil

NICKY SON OF EGG

by Gerald Bullett

Here is the worthy successor to *Egg Pandervil* that will sustain the opinion of the many who have hailed Bullett as a new Charles Dickens. Sharing all the fine qualities of *Egg Pandervil*, this new novel presents a beautiful but unsentimentalized rendering of a father's love for the son in whom most of his own dreams are belatedly realized—and some of his own disappointments relived. Chosen by the English Book Society as its August book-of-the-month.

September 13th, \$2.50

THE SCHOOL FOR WIVES

by André Gide

Destined first for the display counter and then for the boudoir. A book with a self-selling title and an author with an international reputation. Every wife will read it and every husband will discuss it. Gide's most brilliant piece of writing since *The Counterfeiters*.

September 13th, ill., \$2.00

WORLD POLITICS IN MODERN CIVILIZATION

by Harry Elmer Barnes

Professor Barnes's most important and brilliant book. The first book of entirely new material in many years, by the foremost popular writer on world affairs today.

October 11th, \$6.50



A STRANGER IN PARADISE by J. Anker Larsen

A fitting companion piece to *The Philosopher's Stone* and *Martha and Mary*, by a distinguished Danish novelist. An uplifting novel for the thousands who seek spiritual comfort free from dogma and creed.

October 11th, \$2.50

MERELY PLAYERS by Claude Bragdon

New fields for Bragdon. A book with the triple appeal of: sketches of remarkable people in art and letters, essays on the theatre, and chapters for the additional audience that looks to Mr. Bragdon for spiritual light. September 27th, ill., \$3.00

GEORGE BELLOWS: His Paintings

With a Preface by the Artist

A splendid collection of the paintings of the most truly national and perhaps greatest of American artists. Containing over 150 examples of his oil paintings (one reproduced in full color), with an introduction by Robert Henri and a preface by Bellows himself. The kind of book increasingly in demand by art-lovers—especially since *George Bellows: His Lithographs*. October 11th, boxed, \$17.50

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by Witter Bynner and Dr. Kiang Kang-Hu

At last the famous collection of 311 poems from the golden age of Chinese poetry. The decade of collaboration between a renowned Chinese scholar and a distinguished American poet has made these the most perfect translations ever offered to any English-speaking country. Witter Bynner's name guarantees their quality as poetry.

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The more people read of Fletcher the more they want. And this is the one and only thing obvious about him—he sells because of his ingenuity. Here is another corking story from his facile pen.

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lished DR. FU
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By WILSON COLLISON
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These two fine mystery stories will also become
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The DEATH FEAR The POISON PLAGUE
By Wyndham Martin By Will Levinrew

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1 Selected as the
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2. Recommended by the
Literary Guild.

3. Recommended by the
Detective Story Club.

4. First Printing 81,000 copies sold
before publication.

5. Second printing 25,000 now on
press.

6. Acclaimed by critics both here and
abroad in large space feature reviews.

7. Outsold all fiction titles in its first week save
ALL QUIET ON THE WESTERN FRONT and
crowded that closely, according to a BAKER-
TAYLOR report released via the United Press on
August 16th.

8. Tipped to win by CHRISTOPHER MORLEY whose hunches have made bookseller's profits every year.
9. Exceeds in value, word for word, page for page, pound for pound, dollar for dollar, any book you can offer your customers this Fall.
10. Watch it roll along on the impetus of one of the largest advertising appropriations to be given any book on any publisher's list this year!

CHECK your stock daily. You can't afford to lose sales on this cinch three dollar item. We're going to sell it for you!



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RANDOM HOUSE

20 EAST 57 STREET NEW YORK



Mable Arundel *Developing*

MABLE ARUNDEL HARRIS, former manager of THE BOYS' AND GIRLS' OWN BOOK-SHOP at J. K. Gill Co's., gives to the trade her ideas, ideals and experiences gained in many years of successful book promotion. It is a careful detailed analysis of all phases of book-selling to children.

62 West 45th St.
NEW YORK

THE PUBLISHERS' WEEKLY

ndel Harris writes for you booksellers
ing Children's Book Departments

and this careful study of the business of selling children's books by this young woman whose enthusiasm and intelligence helped to make Gill's Children's Department famous from Portland in the West to Portland in the East is coming to you in the pages of *The Publishers' Weekly* beginning next Sat., August 31st and appearing continuously until the whole interesting, helpful and suggestive story has been told.

If your children's department has not been started you'll want to watch this series, if your children's department manager doesn't have a personal subscription to "The Publishers' Weekly" to follow this series—now is the time to subscribe at the low rate for duplicate subscriptions of \$3.00 per year.

LY THE PUBLISHERS' WEEKLY

62 West 45th St.
NEW YORK

it can't be stopped!



Here is a joyous and satirical romance about the woes of a college president who tries to reconcile pigskin and sheepskin.

Coming October 11th—at the peak of the football season.

25—50—75—100—hike!
Signal for your stock by wire.

PIGSKIN

by CHARLES W. FERGUSON

\$2.50 . . . DOUBLEDAY - DORAN

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 24, 1929

How to Merchandise Dollar Books

Ruth Leigh

*Dollar Book Series Have Been Called "Fords of the Book Business"
But They Are Here to Stay, Along with Fifteen-Dollar Dresses
and Ten-Cent Canned Foods. Miss Leigh Discusses the
"Dollar Idea"*

WE were standing at the door of a suburban bookshop, when the postman came along and handed a letter to my friend, the bookseller. He tore open the envelope, glanced at the letter and passed it to me:

"Read that—another Dollar Series. Did you ever? Every week I get a new announcement of another publisher's Dollar Books. They're getting to be a nuisance. I don't see where we get off on these series; it takes a girl as much time and effort to sell a dollar book as a three or four dollar one. And there's so little profit."

"Fords of the book business"—I heard another bookseller characterize these Dollar Series recently. To be sure, there are an increasing number of new Dollar Series being put on the market, but we might as well face facts: *the future will see a great many more.*

The Dollar Book in the book business is making for itself a place similar to that occupied by Ford cars in the automobile business. It is becoming a recognized, standard symbol of a popular priced book. Dollar books—Ford cars—fifteen-dollar silk dresses—ten-cent canned foods are clearly a consequence of our American mass production policy that enables manufacturers to give the public more for its money than ever before. In putting out more Dollar Series, publishers are showing a live

response to present-day marketing conditions. Unquestionably, the Dollar Series is destined to become the Ford of the book business.

If publishers are exhibiting manufacturing foresight in turning out Dollar Books to meet the public's desire for popular priced goods, the same far-sighted vision is not evidenced in the average bookseller's method of distributing them. At the risk of contradiction and some criticism, this question is asked: "Is there not every evidence that the average modern bookseller still conducts his bookstore along old-fashioned, 1914 lines, instead of following the modern, progressive merchandising policies typical of chain stores? In other fields, such as drug and groceries, the independent retailer, instead of fighting chain store competition, is now out to imitate progressive chain merchandising methods. Many leading chains are selling books, but how well prepared is the average independent bookstore to meet this live competition?"

This article aims to point out to booksellers that in the Dollar Series, publishers are providing splendid sales material, perfectly adjusted to consumer demand, which can be profitably merchandised according to chain store methods. Not that the Dollar Book is new—we have had popular priced reprints for the past twenty-five years—but the present Dollar Book,

with its excellent style (a desirable word to apply to modern books) offers the public exactly what it demands—good books at low prices. Does it not seem logical for booksellers to take a leaf from chain store selling, and to apply their up-to-date methods in the merchandising of Dollar Books?

Let us start, then, by regarding Dollar Books as *merchandise—not as literature*. This may be heretic to booksellers who still regard bookselling as a "literary" profession, but at least it is in tune with the trends of modern merchandising. Let us consider Dollar Books, temporarily, at least, in the same category that we put Ford cars, fifteen-dollar silk dresses and ten-cent canned foods. What we want to do is to merchandise Dollar Books, freely, easily, in large quantities, not as "literature," but as popular priced entertainment, in the same way we merchandise phonograph records and popular magazines.

In selling Dollar Books what you aim to put across is the Dollar Idea! You want to make One Dollar the standard unit of book buying—just as Ford made his prices standard for low priced cars. In selling Dollar Series, you are *selling prices first—then books*. You will feature Dollar Books, not individual titles. You will use these Dollar Books as price leaders—just as the chain stores feature leaders each week to get people into the store. What you aim primarily to do is to get across to the public that here are good books, well styled, at One Dollar. You can popularize book buying through Dollar Books, not to the detriment of higher priced books, but to their advantage. You can use it as a leader to bring people into the store, to accustom them to book buying. You can make One Dollar the standard popular price unit for books.

This is not a new idea, but it is directly in line with present day merchandising trends. Chain and department stores are finding that the public is buying more and more within recognized price limits; price lines are growing fewer and fewer. Fifteen-dollar silk dresses, phonograph records three-for-a-dollar, silk hosiery at \$1.95—these are just a few price lines that Mrs. Consumer has grown to expect. The Dollar Book does not affect the sale of higher-priced volumes, but appeals to its own definite market—to people who have One Dol-

lar—and no more—to spend for a book, just as Fords, Chevrolets and Pontiacs are intended for those who have up to One Thousand Dollars—and no more—to spend for a car.

If booksellers will look upon the Dollar Book as representing a popular-priced line for mass distribution, they will recognize in the Dollar Series an answer to a modern book merchandising need. It provides a popular priced bookselling unit that fits in with present day buying tendencies.

The first principle of merchandising Dollar Books, based on this idea, is to have them easily accessible, convenient for the public to handle, easy to look at. True, this may result in more damaged books, but this is an inevitable result of all mass selling. Put your Dollar Books—every publisher's—all series, not on shelves, but on a table as near the front of the store as possible. You want to create around this Dollar Book Table an atmosphere of active, large quantity selling. That is what makes Mr. and Mrs. Consumer buy popular books, phonograph records and cars today—the atmosphere of "everybody's doing it."

Make your Dollar Books easy for the public to buy by making them easy to see, easy to touch, easy to examine. Give the impression (you can do this in a dozen subtle ways) that your store is rushed, selling quantities of Dollar Books. Chain stores convey that impression to the public—that's what makes people flock to them.

It is not necessary to merchandise each publisher's Dollar Series separately. What matter if you sell one of Brown's or one of Smith's, separately or together? You're trying to get across the Dollar Idea—not any one publisher's series.

Actively sell these books; do not wait for the public to come in to buy them. They must be featured as a big, new, important idea—smartly styled books for One Dollar. Not a new idea, to you or to the public, but you can convey the impression that it is.

The secret of merchandising Dollar Books on a large scale is to attract the public by the price alone; that is why you are urged to feature One Dollar—not titles. Then, when you have a customer in the store, you can sell, two, three, five books. Mrs. Consumer will think twice about entering a store to examine a three or a five

dollar book, but she will think nothing of stepping into your store, if the table is right at the front, to examine the Dollar Books, and to buy, perhaps, three or five. The Dollar price gets attention; brings customers in the store. Intelligent display and clever selling will make additional sales for you. For that reason, it is highly advisable to put your cleverest and most intelligent saleswoman at the Dollar Table, not necessarily to urge customers to buy, but to give an atmosphere of live service. Do not assume that Dollar Books will sell themselves. They will, of course, if you are satisfied merely to sell one book to each customer, but if you want to do more than this, put your snappiest saleswoman at the Dollar Table—and let her make suggestions.

Featuring Dollar Books does not mean that your average unit of sale will be One Dollar. Display neatly tied packages of five One Dollar books; groups of three Dollar volumes on related subjects—but *do not feature the Five or the Three Dollar price!* To illustrate, we point to an interesting Woolworth's Five and Ten Cent policy: A Woolworth store will frequently feature a complete lamp, each part of which sells for ten cents. A customer must buy five or six ten cent parts to get the entire lamp. You never see Woolworth's fea-

turing 60 cents or 50 cents, however. Ten cents for each part is the only price featured.

The same applies to selling Dollar Books. Advertise authors, titles, if you must, in groups, but feature *five titles at One Dollar each, not five titles at Five Dollars.* In other words, merchandise the group gift idea, but play up the One Dollar price.

This may seem a small thing to you as bookseller, but the price featuring has a definite appeal to the present day public. There is much more sales resistance to a gift appeal at Five Dollars, than there is to five books grouped at One Dollar each. If you think about this, it becomes clearer to you.

Let your saleswomen fairly burst with pride at being able to sell these wonderful books at One Dollar. Her attitude should suggest: "Isn't it wonderful that you can get so much for so little money?" As a matter of fact, this is precisely keyed to the public's attitude in buying today.

Rather than oppose and discourage the Dollar Books, alert booksellers will recognize them as an inevitable consequence of mass production, and respond by enthusiastically merchandising them. Dollar Series have a place in bookstores—and it is a wise merchant who recognizes it and backs them up with merchandising zeal.



A table of dollar books is the first thing to catch the eye in this photo of the inviting F. & R. Lazarus department, Columbus



In Chicago Carson, Pirie, Scott feature "Novels of Distinction"

Pushing the Dollar Line

Books Are Alluring Merchandise in Any Attractive Form, But a Dollar Price Makes Handsome Books Doubly Attractive

DOLLAR books will sell themselves and other books with them if they are given a chance with the customer. While dollar lines are not new, they have come a long way up in the trade during the last two years or so, and the public will only be convinced that good reading matter in excellent format can be obtained at the price by seeing and handling the books. Every bookseller who has given the inexpensive line an honest fling has found his market surprised, pleased, and instead of turning from the higher priced shelves to the dollar table, they become regular book-buyers even though they had been only occasional callers at the shop before. The dollar price on titles available today at that figure will open a new market if given a chance.

These dollar books do not compete with the higher priced books, as is often feared, for their appeal is of a different nature and their market of a different class—a

class who would not own a library if all books were priced from \$2.00 up. On the contrary, the featuring of dollar books frequently brings to the shop the customer who finds on the other shelves a book which he has just heard of but had not thought he could buy until the-book-in-his-hands becomes too much for his "sales resistance." Then, there is the other customer who has wanted books for a long time but who just hadn't gotten around to the bookshop. We are of both a lazy and busy race, but a bargain or something which looks cheap is like a command to go. Books receive more direct free publicity than most any other merchandise sold today, but the value of all this "sales talk" is nil until the individual arrives in the store. There are hundreds of people who will stop in at the call of attractive dollar lists who would only look longingly at \$2.00 announcements.

Once the table of dollar books brings

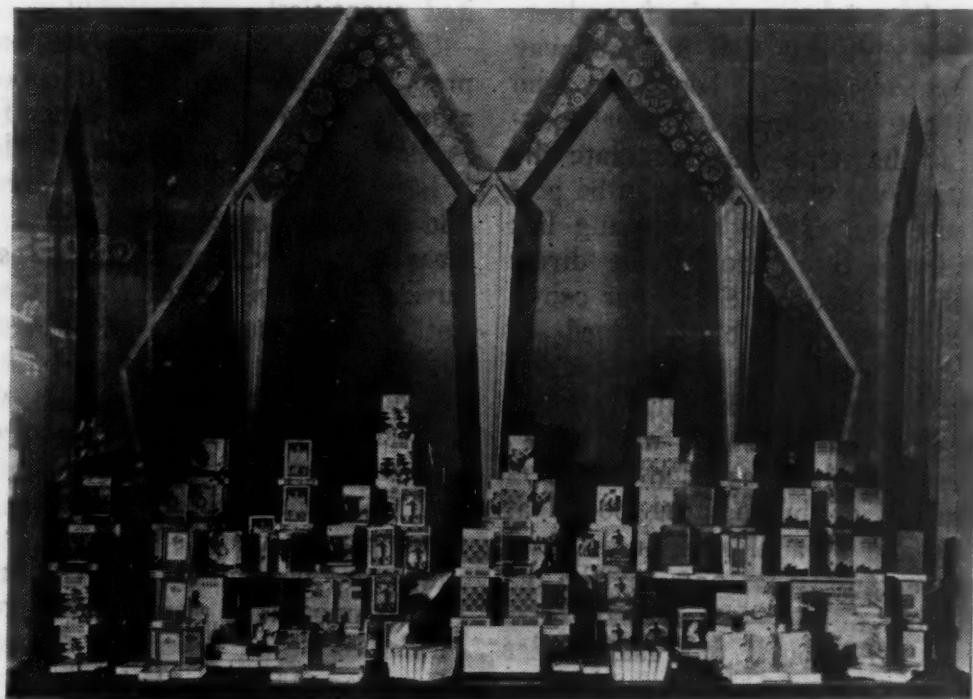
the customer within arm's length they sell themselves in lots that make real sales—so R. K. Wood of Knopf says of Borzoi Pocket Books.

"The Borzoi Pocket Books, being neither classics in the common sense of the word, nor best sellers, nor yet compendia of general information, present a special merchandising problem. They cannot be given picture jackets and sold from display like magazines, nor can they be allotted a convenient nest and be handed out like Lucky Strikes. For they are books which need some acquaintance to command appreciation: modern, well made, well written books, providing light entertainment for the more intelligent sort of reader. One must browse over them in a leisurely manner in order to feel the buying urge.

"Once the interest in the series is aroused the opening is made for a considerable sale. The customer is delighted with the discovery of a new sort of book and generally does not stop at buying one. Here is the point at which booksalesmanship can produce results. With very little pressure, often the mere suggestion has been sufficient, a sale of from \$10 to \$60 can be secured. When customers have seen the nature of the books, they frequently would like to have a shelf of them, for they will

thus be provided with a reserve of good light reading, books which will keep without spoiling. The volumes can be of general utility for guest rooms, for journeys, for occasional gifts, and for nights when the static is too heavy."

To be effective the dollar table must be complete. No single list will suffice, for the various lists from the different publishers are more or less non competitive, and the titles of each fall into various fields. If a complete stock of all the dollar books is at hand, it is likely that the innocent person who comes into the store at the call of some single title, will find himself (perhaps more often herself) trundling home with a package that breeds longing glances at taxis which couldn't possibly be afforded now! But in spite of the qualms of a deflated purse he will walk on air with the feeling of a bundle of long wanted books under his arm. Also, he will be back, for it is probable that he has only just discovered the dollar books. If he is free of that peculiar strain of blood which flows just north of England and not a very cautious person, he will find himself buying the next new biography or novel which strikes his taste. Contact with books is dangerous—somehow they begin to accumulate.



Marshall Field windows are things to remember and this "Summer Fiction" display with no title over one dollar shows a quality of book that is at home in any setting

Robert F. DeGraff of Garden City Publishing Co. points out that the broad field which is covered by the Star series makes one of its best selling points.

"In my opinion, there are three main reasons for the success which the Star Dollar Series has enjoyed, although I am not sure I am listing them in the order of their importance.

"First: The fact that the books are made up of non-fiction and there is undoubtedly a growing interest in this type of book due to the fact that non-fiction books are not generally offered in popular priced reprint form. The Star Series being comprised entirely of this type of book, I believe emphasizes the fact more than would have been the case if they had been mixed in with a series of fiction.

"Secondly: The price comparison with the original editions—Our experience shows that a great many people are tempted to buy these dollar editions due to the fact that they are getting almost a replica of the original edition which generally cost \$3.00, \$4.00 or \$5.00. In other words, the difference of price of the original edition and the Star Series is much greater than that of other reprints and the original editions.

"Thirdly: Newspaper and magazine advertising—By the very nature of the reprint book, there is no margin for advertising but we have felt that if some way could be found to reach the bookbuyer who either does not or cannot frequent bookstores and at the same time stimulate the bookstore sales, we would not only be getting the most out of the advertising but we are in hopes that through the direct sales (which are made at \$1.10 per copy) sufficient revenue will be obtained to greatly defray the expense of the advertising and make more advertising possible. All of our advertising, as you may know, not only mentions the bookseller but offers the opportunity of buying the books at \$1.10 a copy and by analyzing our coupon sales, we have found that 95% of the orders come from districts where bookstores do not exist. Although our mail order sales only amount to approximately 2% of the total number of books sold, I believe it has been greatly responsible for the 56% average monthly increase which we have shown from the start. Theoretically,

if the ads can be made to be self-sustaining with the number of direct orders received, there is no limit to the advertising we could do and thus not only reach buyers we otherwise would miss but booksellers tell us it does increase their business."

Bennett A. Cerf, president of The Modern Library, Inc., gives pointers on making the appeal of The Modern Library deadly which may be readily applied to the selling of all popular books.

"The bookseller can increase his sale of Modern Library books by the following methods:

1. Keep the Modern Library in a position where it can be seen.

2. Keep the stock complete and clean. Most dealers have an automatic order whereby they receive new additions on the day that they are published. New jackets are supplied gladly to replace ones that have become soiled or torn.

3. Keep an extra stock of the newest Modern Library titles on the new book counter. There is general interest in a new Modern Library book.

4. Keep a display of the special three volume sets that have been specially bound and jacketed for gift and holiday purposes.

5. Mail out occasionally the attractively printed lists of new titles that we furnish free, with the dealer's imprint, in unlimited quantities.

"The notion is an obvious one to express, but bears repeating: it is possible for a poor man to gather unto himself a library as extensive and correct as any bibliophile if he will make use of the Modern Library and kindred inexpensive series of older classics. New customers can be coaxed into buying one book a week, at a cost scarcely noticeable. Show him the range of titles from which he *can choose for himself*, at one dollar a copy, and ask him to compare the service offered with that of any book club in existence."

The dangers confronting the conscientious person who is saving for the new radio, are becoming more ensnaring every day. Among the pitfalls is the new dollar series of the Riverside Library from Houghton Mifflin. While the format of this full sized series is similar for each book, the series is not being so strongly emphasized as the titles which are made available at one dollar. Benjamin H. Tick-



The dollar price is put across in this display of Star Library titles in a way that brings passers-by into the store

nor of Houghton says simply to put them where they will sell themselves.

"The Riverside Library was builded primarily on the intrinsic merit of the titles themselves. We made a very careful selection of worth-while titles—titles that had stood the test of time, and were in continuous demand in the libraries as well as in the bookstores. We made the books just as well as we could and still maintain a retail price of \$1.00. It did not take ballyhoo or words of golden eloquence to persuade the trade to appreciate them. They saw their merit at a glance.

"Accordingly, our promotion plan has consisted of a straightforward salesmanship by our men on the road, supplementing the distribution of what we felt was a striking announcement broadside, and the customary advertisements in trade journals.

"The results to date have been so gratifying that we are planning in the near future to add another block of titles of similar import, though no announcement has yet been made of the selection.

"So far as we have made no display cards or window display material as it is our belief that as soon as the books themselves are placed on the counters, and the

public has a chance to examine them, they will buy them not so much because they belong to the Riverside Library but because of the titles themselves. The Dollar unit is so well known at the moment, and covers such a wide range of series, that one new set of showcards inviting attention to 'Good Books at Popular Prices,' etc., etc., would be something like 'sending coal to Newcastle'."

Grosset and Dunlap have a list of Novels of Distinction which will surprise any reader who is not familiar with the possibilities of their dollar group. The format of these novels is of unusual design and many clerks have had to explain that these books are not on special sale at a dollar, but just examples of what may be had today for a green-back. There is sure to be a volume in this list which will make the customer feel that here is a book that can't be passed over this time.

H. H. Ward of E. P. Dutton and Co. can see no need for selling stunts as long as there are dollar books.

"Given the combination of dollar-or-less prices, headline authors and titles, stoutly bound, gayly jacketed editions,—neither publisher nor book dealer will be seriously

worried over his merchandising problems. Why strain and struggle for sensational, new selling stunts? Nine out of ten booksellers, whether located in the heart of a huge department store or modestly functioning just around the corner, off Main Street, fully recognize the safety and sanity and profitableness of stocking and displaying 'quick-sellers'."

And M. C. Godkin at Oxford University Press poignantly points out that the bookshop which is building for the future can well build with the dollar line.

"The bookstore of today that is to remain a bookstore of tomorrow must fall in line with new and inexpensive merchandising methods. No longer is the bookstore growth a matter of chance and leisurely contacts. The present day bookstore is fortunate indeed in having the American Bookseller's Association, The National Publishers' Association, *The Publishers' Weekly*, and *The Retail Bookseller*, aligned on their side and aggressively active in their interests. Evidence of this fact is found in the latest brilliant idea of concentrating on books for a dollar and under a dollar. The potential market for

low priced books is actually tremendous.

"We feel that the average bookseller is doing his promotion well. He is approaching his potential market through window and store displays, advertising in local media and circularizing individuals and special groups—reading circles, clubs, etc. The World's Classics lend themselves remarkably well to window display either as a series or in groups. The new colorful jacket soon to appear will add additional attractiveness and distinction to the series. The World's Manuals provide ground work in many subjects which are appealing to an ever increasing circle of intelligent readers."

Features get people into the store, but features generally are sold at very small margin of profit. It does not have to be so in the booktrade—a continually fresh lot of specialties can be put before the market which sell in worthwhile quantities at the regular profit. Every new title which appears at one dollar, having previously sold at \$2.00 up is of interest to some group of customers. The variety of the combined lists lets no one escape the appeal of dollar books.

Lists at One Dollar or Less

A Canvass of the Shelves of the Dollar Sections of Bookshops Shows That They Are Drawing Stock Largely From These Well-Known Series

D. Appleton & Co.
Jonathan Cape & Harrison Smith

Wm. Collins Sons & Co., Ltd.
E. P. Dutton & Co.
Garden City Publishing Co.

Grosset & Dunlap
Houghton Mifflin Co.
Alfred A. Knopf, Inc.
J. B. Lippincott Co.
David McKay Co.
Modern Library, Inc.
Oxford University Press

G. P. Putnam's Sons
Charles Scribner's Sons
Vanguard Press

Dollar Library	16 mo, cloth,	\$1.00
The Traveler's Library	16 mo, cloth,	1.00
Standard Classics	16 mo, full lea.,	1.00
New Universal Library	24 mo, full lea.,	1.00
Everyman's Library	16 mo, cloth,	.80
Star Series	8 vo, cloth,	1.00
Sun Dial Library	12 mo, cloth,	1.00
Novels of Distinction	8 vo, cloth,	1.00
Riverside Library	8 vo, cloth,	1.00
Borzoi Pocket Books	16 mo, cloth,	1.00
One Hour Series	16 mo, cloth,	1.00
International Library	16 mo, cloth,	1.00
Modern Library	16 mo, cloth,	.95
World's Classics	24 mo, cloth,	1.00
World's Manuals	16 mo, cloth,	.80
Ariel Booklets	32 mo, full lea.,	1.00
Modern Students' Library	16 mo, cloth,	1.00
Vanguard Popular Series	16 mo, cloth,	.75

No Book More Than One Dollar

Harriet C. Long

Wisconsin Free Library Commission

A Rounded Library Can Be Built Out of Inexpensive Books

THE problem presented was to make up an attractive home library for the Demonstration Home in Kohler Village. We had done it for ten previous years, one year using the Prize List of "200 Best Books by American Authors for an American Home," and another year using a well chosen collection which would bring joy to any family.

But with this eleventh year the suggestion which accompanied the request was that we display books of moderate cost, books well within the means of any family. It was decided to see what could be offered if we confined our choice to books costing one

dollar or less, and surprisingly attractive was the resultant library. It is worth note that \$140 will purchase these 160 books in any shop. The average family could soon have this entire library if books from the list were chosen for birthday and Christmas gifts.

The approximate age of the child who will enjoy the book has been added in the children's section. The older children will enjoy many of the books listed in the adult section.

[This list of books is a revision of "No Book More Than One Dollar—Suggestions for a Home Library" which first appeared in the Wisconsin Library Bulletin, May 1929.]

REFERENCE

- BULFINCH, THOMAS. "Age of Fable." *Everyman*. \$1.00.
- COBB, IRVIN S. "A Laugh a Day Keeps the Doctor Away." *Star*. \$1.00.
- EICHLER, LILLIAN. "New Book of Etiquette." *Star*. \$1.00.
- "EVERYMAN'S ENGLISH DICTIONARY." *Everyman*. \$.80.
- "LITERARY DIGEST ATLAS OF THE WORLD AND GAZETTEER, 1926." *Funk*. \$1.00.

PHILOSOPHY, RELIGION AND ECONOMICS

- KING, BASIL. "Conquest of Fear." *Star*. \$1.00.
- SEASHORE, CARL E. "Psychology in Daily Life." *Appleton*. \$1.00
- BARTON, BRUCE. "Book Nobody Knows." *Grosset*. \$1.00.
- BARTON, BRUCE. "Man Nobody Knows." *Grosset*. \$1.00.
- GEOGRE, HENRY. "Progress and Poverty." *Star*. \$1.00.
- JOAD, C. E. M. "Introduction to Modern Political Theory." (*World's Manual*) *Oxford*. \$1.00.

HOME MAKING

- O'SHEA, M. V. "The Child, His Nature and Needs." *Children's Foundation*. \$1.00.
- BRADLEY, A. "For Luncheon and Supper Guests." 1922. *Barrows*. \$1.00.

NATURE

- NEWCOMB, S. "Astronomy for Everybody." *Star*. \$1.00.
- BLANCHAN, NELTJE. "Bird Neighbors." *Star*. \$1.00.
- BLANCHAN, NELTJE. "Nature's Garden." *Star*. \$1.00.
- ROCKWELL, F. F. "Shrubs." *Home Garden*. \$1.00.
- HARWOOD, W. S. "New Creations in Plant Life." *Macmillan*. \$.75.

SCIENCE

- RINEHART, STANLEY M. "The Commonsense of Health." *Star Library*. \$1.00.

- SLOSSON, E. E. "Creative Chemistry." *Star Library*. \$1.00.
 WIGGAM, A. E. "New Decalogue of Science." *Star Library*. \$1.00.

ART AND MUSIC

- KREHBIEL, H. E. "A Book of Operas." *Star Library*. \$1.00.
 ISAACSON, C. D. "Face to Face With Great Musicians." *Appleton*. \$1.00.
 HARRISON, JANE. "Ancient Art and Ritual." *Home University*. \$1.00.
 LETHABY, W. R. "Architecture." *Home University*. \$1.00.
 WEDMORE, FREDERICK. "Painters and Painting." *Home University*. \$1.00.

LITERATURE

- GOSSE, EDMUND. "History of Modern English Literature." *Appleton*. \$1.00.
 ERSKINE & TRENT. "Great Writers of America." *Home University*. \$1.00.
 MACY, JOHN. "Spirit of American Literature." *Modern Library*. \$.95.
 TENNYSON, ALFRED. "Idylls of the King." *Modern Readers*. \$.80.
 LAMB, CHARLES. "Essays of Elia." *Modern Readers*. \$.80.
 LAMB, CHARLES. "Tales From Shakespeare." *Dutton*. \$1.00.
 THOREAU, H. D. "Walden." *Modern Readers*. \$.80.
 JESSUP, ALEXANDER. "Best American Humorous Short Stories." *Modern Library*. \$.95.
 IBSEN, HENRIK. "Hedda Gabler," "Pillars of Society," and "The Master Builder." *Modern Library*. \$.95.
 RITTENHOUSE, JESEIS. "Little Book of American Poets." *Riverside Library*. \$1.00.
 PALGRAVE, F. T. "Golden Treasury." *Macmillan*. \$.75.
 WILKINSON, MARGUERITE. "Contemporary Poetry." *Modern Readers*. \$.80.

TRAVEL

- AKELEY, CARL. "In Brightest Africa." *Star Library*. \$1.00.
 BEEBE, WILLIAM. "Jungle Days." *Star Library*. \$1.00.
 TWAIN, MARK. "Innocents Abroad." *Modern Readers*. \$.80.
 DANA, R. H. "Two Years Before the Mast." *Riverside Library*. \$1.00.
 HALL & NORDHOFF. "Fairy Lands of the South Seas." *Star Library*. \$1.00.
 HUDSON, W. H. "Purple Land." *Everyman*. \$.80.
 STEVENSON, R. L. "Inland Voyage (South Sea ed.)." *Scribner*. \$.90.
 TOMLINSON, H. M. "London River." *Borzoi*. \$.80.

HISTORY

- MYERS, J. L. "Dawn of History." *Home University*. \$1.00.
 BELLOC, HILAIRE. "French Revolution." *Home University*. \$1.00.
 KRAPP, G. P. "America." *Star Library*. \$1.00.
 PARKMAN, FRANCIS. "Oregon Trail." *Modern Students*. \$1.00.

BIOGRAPHY

- ADDAMS, JANE. "Twenty Years at Hull House." *Modern Readers*. \$.80.
 CHARNWOOD, LORD. "Abraham Lincoln." *Star Library*. \$1.00.
 FRANKLIN, BENJAMIN. "Autobiography." *Star Library*. \$1.00.
 GARLAND, HAMLIN. "Son of the Middle Border." *Grosset*. \$1.00.
 HORN & LEWIS. "Trader Horn." *Star Library*. \$1.00.
 LAWRENCE, T. E. "Revolt In the Desert." *Star Library*. \$1.00.
 LINDBERGH, CHARLES A. "We." *Grosset*. \$.75.
 PAINE, ALBERT BIGELOW. "Short Life of Mark Twain." *Star Library*. \$1.00.
 RIIS, JACOB. "Making of An American." *Modern Readers*. \$.80.
 STRACHEY, LYTTON. "Eminent Victorians." *Star Library*. \$1.00.
 THOMAS, LOWELL. "Count Luckner, the Sea Devil." *Star Library*. \$1.00.
 WASHINGTON, BOOKER T. "Up From Slavery." *Burt*. \$.75.
 WISTER, OWEN. "Seven Ages of Washington." *Star Library*. \$1.00.

FICTION

- BACHELLER, IRVING. "Man For the Ages." *Grosset.* \$.75.
 BRONTE, CHARLOTTE. "Jane Eyre." *Modern Readers.* \$.80.
 CANFIELD, DOROTHY. "Understood Betsey." *Grosset.* \$1.00.
 CHURCHILL, WINSTON. "Crisis." *Grosset.* \$.75.
 CONRAD, JOSEPH. "Lord Jim." *Sun Dial.* \$1.00.
 COOPER, JAMES FENIMORE. "Last of the Mohicans." *Modern Readers.* \$.80.
 DICKENS, CHARLES. "David Copperfield." *Modern Readers.* \$.80.
 DUMAS, ALEXANDER. "Three Musketeers." *Modern Library.* \$.95.
 ELIOT, GEORGE. "Romola." *Grosset.* \$.75.
 FERBER, EDNA. "So Big." *Grosset.* \$.75.
 GALE, ZONA. "Miss Lulu Bett." *Grosset.* \$.75.
 GALSWORTHY, JOHN. "The Patrician." *Modern Students.* \$1.00.
 GRAYSON, DAVID. "Adventures in Contentment." *Grosset.* \$.75.
 HARDY, THOMAS. "Under the Greenwood Tree." *Sun Dial.* \$1.00.
 HAMSUN, KNUD. "Growth of the Soil." *Grosset.* \$1.00.
 HARTE, BRETT. "Luck of Roaring Camp." *Modern Readers.* \$.80.
 HAWTHORNE, NATHANIEL. "The Scarlet Letter." *Modern Library.* \$.95.
 HEMON, LOUIS. "Maria Chapdelaine." *Grosset.* \$1.00.
 HENRY, O. "Cabbages and Kings." *Grosset.* \$.75.
 HEYWARD, DU BOSE. "Porgy." *Grosset.* \$1.00.
 HOUGH, EMERSON. "The Covered Wagon." *Grosset.* \$.75.
 HUGO, VICTOR. "The Hunchback of Notre Dame." *Grosset.* \$.75.
 KIPLING, RUDYARD. "Soldiers Three." *Modern Library.* \$.95.
 LONDON, JACK. "Call of the Wild." *Grosset.* \$.75.
 MELVILLE, HERMAN. "Moby Dick." *Grosset.* \$.75.
 MEREDITH, GEORGE. "Ordeal of Richard Feverel." *Modern Library.* \$.95.
 OLLIVANT, ALFRED. "Bob, Son of Battle." *Star Library.* \$1.00.
 POE, EDGAR ALLAN. "Tales." *Modern Students.* \$1.00.
 POOLE, ERNEST. "Harbor." *Grosset.* \$1.00.
 SCOTT, WALTER. "Ivanhoe." *World's Classics.* \$.80.
 STEVENS, JAMES. "Paul Bunyan." *Star Library.* \$1.00.
 TARKINGTON, BOOTH. "Penrod." *Grosset.* \$.75.
 TOLSTOI, LEO. "Anna Karenina." *Grosset.* \$.75.
 WHARTON, EDITH. "Ethan Frome." *Modern Students.* \$1.00.
 WHITE, STEWART EDWARD. "Blazed Trail." *Grosset.* \$.75.
 WIGGIN, KATE DOUGLAS. "Rebecca of Sunnybrook Farm." *Grosset.* \$.75.

BOOKS FOR THE CHILDREN

- AESOP. "Fables." (4-10) *Warne.* \$1.00.
 ALCOTT, LOUISA. "Little Men." (10-16) *Burt.* \$.85.
 ALCOTT, LOUISA. "Little Women." (10-16) *Grosset.* \$.85.
 ANDERSEN, HANS. "Tales from." (Children's Classics.) (6-12) *Lippincott.* \$.75.
 BACON, DOLORES. "Pictures Every Child Should Know." (8-15) *Grosset.* \$1.00.
 BACON, DOLORES. "Songs Every Child Should Know." (8-15) *Grosset.* \$1.00.
 BANNERMAN, HELEN. "Story of Little Black Sambo." (3-7) *Stokes.* \$.75.
 BARRIE, J. M. "Peter Pan and Wendy, retold by May Byron." (5-8) *Scribner.*
 \$1.00.
 THE BIBLE. "Little Children's Bible." (5-8) *Macmillan.* \$.90.
 BREMEN BAND. "Happy Hour." (4-16) *Macmillan.* \$.50.
 BROOKE, LESLIE. "Story of Three Pigs." (4-6) *Warne.* \$.50.
 CARROLL, LEWIS. "Alice's Adventures in Wonderland." (Newbery Classics.) (8-12)
McKay. \$1.00.
 COLLODI, C. "Pinocchio." (8-12) *Grosset.* \$.75.
 DEFOE, DANIEL. "Robinson Crusoe." (Tales for children from many lands.)
 (10-16) *Dutton.* \$1.00.

- DODGE, MARY MAPES. "Hans Brinker." (Scribner series for Young People.) (10-15) *Scribner*. \$1.00.
- DUNN, F. W. "What Shall We Play." *Macmillan*. \$.80.
- FROST, W. H. "Court of King Arthur." (9-12) *Scribner*. \$1.00.
- HALE, EDW. EVERETT. "Man Without a Country." (Flag ed.) (10-16) *Little*. \$.60.
- HARRIS, JOEL CHANDLER. "Told by Uncle Remus." (9-12) *Grosset*. \$1.00.
- HAWTHORNE, NATHANIEL. "Wonderbook and Tanglewood Tales." (Newbery Classics.) (10-15) *McKay*. \$1.00.
- IRVING, WASHINGTON. "Rip Van Winkle." (Children's Classics.) (10-15) *Lippincott*. \$.75.
- JACOBS, JOSEPH. "English Fairy Tales." (-12) *Burt*. \$1.00.
- JOHNSON, CONSTANCE. "When Mother Lets Us Keep Pets." (8-12) *Dodd*. \$1.00.
- KING, JULIUS. "Birds in Rhyme." (7-10) *Nelson*. \$.75.
- KINGSLEY, CHARLES. "Water Babies." (8-12) *Altemus*. \$1.00.
- KINGSLEY, CHARLES. "The Heroes." (Newbery Classics.) (9-12) *McKay*. \$1.00.
- LA PRADE, ERNEST. "Alice in Orchestralia." (8-12) *Doubleday*. \$1.00.
- LEAR, EDWARD. "Book of Nonsense." (6-10) *Crowell*. \$.75.
- LEFEVRE, FELICITE. "The Cock, the Mouse and the Little Red Hen." (6-8) *Macrae*. \$1.00.
- LANG, ANDREW. "Blue Fairy Book." (Newbery Classics.) (8-12) *McKay*. \$1.00.
- MABIE, HAMILTON WRIGHT. "Heroes Every Child Should Know." (8-12) *Grosset*. \$1.00.
- MACDONALD, GEORGE. "At the Back of the North Wind." (Newbery Classics.) (10-12) *McKay*. \$1.00.
- MOTHER GOOSE. "Betty Blue." (4-10) *Rand*. \$.25.
- MOTHER GOOSE; illus. by Kate Greenaway. (4-10) *Warne*. \$1.00.
- MULOCK, MISS. "Little Lame Prince." (Children's Classics.) (8-12) *Lippincott*. \$.75.
- PERRY, G. S. "When Mother Lets Us Act." (8-12) *Dodd*. \$1.00.
- POTTER, BEATRIX. "Peter Rabbit." (3-6) *Warne*. \$.75.
- ROGERS, J. E. "Wild Animals Every Child Should Know." (8-12) *Grosset*. \$1.00.
- ROOSEVELT, THEODORE. "Letters to His Children." (12-16) *Scribner*. \$1.00.
- RUSKIN, JOHN. "King of the Golden River." (Children's Classics.) (8-10) *Lippincott*. \$.75.
- SETON, ERNEST THOMPSON. "Wild Animals I Have Known." (12-15) *Grosset*. \$1.00.
- SETON, ERNEST THOMPSON. "Book of Woodcraft." (11-14) *Star Library*. \$1.00.
- SPYRI, JOHANNA. "Heidi." (8-12) *Burt*. \$.50.
- STEVENSON, R. L. "Child's Garden of Verses." (Little Library.) (6-12) *Macmillan*. \$1.00.
- STEVENSON, R. L. "Treasure Island." (Scribner series for Young People.) (12-16) *Scribner*. \$1.00.
- THAYER, E. R. L. "When Mothers Lets Us Draw." (8-12) *Dodd*. \$1.00.
- THOMPSON, B. J. "Silver Pennies." (Little Library.) (8-10) *Macmillan*. \$1.00.
- TILNEY, F. C. "Robin Hood and His Merry Outlaws." *Dutton*. \$1.00.
- VERNE, JULES. "Twenty Thousand Leagues Under the Sea." (12-16) (Scribner series for Young People.) *Scribner*. \$1.00.
- WALLACE, DILLON. "Ungava Bob." (Everybody's.) (12-16) *Grosset*. \$1.00.
- WYSS, J. D. "Swiss Family Robinson." (10-14) *Grosset*. \$.75.



A Dollar Book Shop

Doubleday, Doran Book Shops, Inc., Have Opened the Dollar Book Shop in Pennsylvania Terminal, New York

DOLLAR Books! Dollar Books! Who'll buy my dollar books?" If bookshops employed ballyhooers that is the cry that would be heard in the exit concourse at the level of the incoming trains in Pennsylvania Station in New York. For Doubleday, Doran Book Shops, Inc., have opened a dollar shop at that important point in the station.

The books that make up the shop's stock need no word. Everyone who is not already fully familiar with the number of dollar series of interesting books in fetching get-ups will find details about them elsewhere in this issue. Arrayed against the dark, well-finished woodwork, they aid in effecting a handsome and dignified interior. The windows, equipped with neat shelves backed against dark paneling, display a

variety of titles and the information (cp Mr. Woolworth's slogan) that no book in the shop costs more than a dollar.

The dollar book shops have proved, for those who have experimented with them, excellent burying ground for marked-down titles which are still fresh and either originally too expensive, or still too popular, to be relegated to second-hand stores that deal in remainders. Make no mistake, this is no cut-rate development. New books are not stocked unless they retail at a dollar or less and the mark-downs include only books which for one reason or another would find their way to the sales table of the usual bookstore. But this particular shop, like its fellows, is dedicated to dollar books and it is these that are counted on for keeping the shop on a paying basis.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents
a copy

62 West 45th St., New York City

August 24, 1929

I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Your Dollar's Worth

THE booktrade can find real satisfaction in the fact that the dollar book has so far developed as to become an important section of book publishing and book selling. There are few bookstores and book departments that do not now have dollar counters for the browser, and a score of publishers have added to the list of material from which customers can select books for a dollar or less.

A generation ago the common price for a series of classics was fifty cents. At this price a large business was built up, almost entirely titles that were out of copyright in this country or English books which could not obtain a copyright until the law of 1891 was passed. In the last three decades this business in standard books has changed considerably. The market for flexible leather classics was built up, a format making a new appeal to the book reader, and The Modern Library showed the way to recognition of the public's growing interest in contemporary literature and this market has so greatly increased that the publishers have been led to find more ways to meet the demand.

In the meantime, the amount of book making that the publishers' dollar would buy in paper, printing and binding had changed, and, with the passing of the war, the dollar, like the coinage of other countries, shrank and took on a level of about

two-thirds of its old value. This decrease of purchasing power made it difficult for a while for new enterprises to be built up on a broad popular distribution, but Grosset & Dunlap and Burt, raising their pre-war fifty cent series to seventy-five cents, pioneered untiringly to increase the display and thus the sale of popular priced books.

About three or four years ago, when the potential market had rapidly grown several publishers almost simultaneously started in to produce high grade merchandise to be sold for a dollar or thereabouts. Booksellers ran business in this idea and increased their display of the books. With so much material now available, there is no reason why bookstores cannot make a continuously interesting counter, keeping on display the books that prove most in demand and adding fresh material so that the bookstore browsers can find each week some good reason for prowling over the dollar counter.

The quality of text and distinction of the make-up now available in the dollar form can only be sustained by wide sales, and booksellers and retailers have a common interest in keeping up this circulation so that new material can constantly be added to the many series.

So far, few booksellers have complained that this dollar counter withdraws sales from their department of current books. If that were the case, it would curtail the source from which this material is now being drawn. It is only the author who has had a good sale at standard royalty on books at full price who cares to see his books put into the dollar series at low royalty and only the publisher who has been able to support his overhead and promotion costs from the returns on the books at the full price who can turn part of his energy to the reprint business.

The Senate Tariff Bill

ON Tuesday, the 20th, the Senate Tariff Bill for tariff revision was reported, and there is expectation that it will be sharply debated for many weeks to come. Chairman Smoot of the Senate Finance Committee states that there are 431 changes from the House bill, of which 177 were increases and 254 decreases.

The only changes from the House rates

that would seem to affect books are the radical increase on maps and charts, from 25% to 40%, and slight changes on India paper. The proposal in the House Bill to make the Treasury Department the final court of appeal on valuations has been dropped in favor of the present system of a customs court of appeal.

Of serious import to the trade is the proposal to adopt the plan for "United States Value," the exact effect of which on the importation of English editions in sheets cannot be forecast. Under this plan it is specified that the duty of 15% shall be levied on "the price at which such or similar imported merchandise is offered for sale at the time of importation of the imported merchandise, packed and ready for delivery, in the principal markets of the United States to all purchasers in the usual wholesale quantities and in the ordinary course of trade." Or if this American wholesale value is not known then a wholesale value on comparable merchandise.

Publishers are also interested in the question of rates on casein, and this duty has been slightly reduced from the House Bill. Casein is an important element in the making of coated paper, and further protection, as it is a product of milk, was wanted by the agricultural interests. The existing rate is $2\frac{1}{2}$ c. a pound, and the Senate rate is $3\frac{1}{2}$ c. a pound. The House made it 5 c., and the agricultural interests wanted 8 c. per pound.

The booktrade's contention that the existing rates on books were sufficiently high for the prosperity of the industry has apparently been accepted by the Senate as it was accepted by the House. The one change which the House Bill made in existing rates, that of putting juveniles on the same basis with all other books at 15%, appears again in the Senate Bill.

It is interesting to note that the National Association of Book Publishers was represented in June at the Senate hearings, as they had been represented at the House hearing by counsel, and in their brief pointed out that book publishing was in good shape, also that the total production was increasing, that imports had not increased as rapidly as home production and finally that conditions were such that no thought-of change could possibly be recommended.

Overrated Books

THE *OBSERVER* with its recent contest to determine the six most overrated books, has called up shades of Naomi Royde-Smith's *Weekly Westminster* contests which used to engage most of London's readers. Naomi Royde-Smith has come to be a name which suggests charming novels, but drawing room conversation in London has not centered about contests since she created tea topics—that is until the recent contests appearing in *The Observer*, particularly the contest to determine by reader's vote the six most overrated books. Certainly a marvelous chance to vent suppressed something-or-other! Whatever you may think, these six titles appeared most frequently on the lists in which the poor readers took vengeance. "Sartor Resartus," Carlyle; "The Innocents Abroad," Mark Twain; "The Green Hat," Michael Arlen; "Lavengro," George Borrow; "Wuthering Heights," Emily Brontë; and "Treasure Island," R. L. Stevenson. Frank Swinnerton remarks, "It is a strange sign of changing fashion."

What's Good for All

IN discussing the coupon method of advertising current publications, the *Publishers' Weekly* said in a recent issue that "if all book publishers adopted the plan, this would give a new turn to book distribution methods." One bookman writes us in comment on this that if all publishers used the coupon method *none* would have any results, which is probably true. Most people want to see their books and the better distribution there is, the more book buyers there will be.

NOTICE

The Fall Announcement Number of the *Publishers' Weekly* is now in preparation. It will index by author as well as by title all the new books published or to be published from July 1st to December 1st.

It is very important for all publishers to send in their lists without delay, as this index is the most important one of the year. No charge for listing new titles.

Library of Byrd's Polar Expedition

TO Little America, Antarctica, Commander Richard Byrd has taken a library of 1,200 carefully selected books, which has been an excellent source of pleasure and relaxation during the long period of hibernation. In the selection are several hundred volumes of fiction, an extensive polar library, scores of volumes of the classics of English literature, some translations, history, travel, biography, poetry, and a shelf full of works on philosophy and psychology. There are also several sets of text-books and a lot of detective stories which enjoy a perpetual popularity.

The most widely read author has been Donn Byrne—although Joseph C. Lincoln runs him a close second. Byrne's poetic fancy seems to have struck a note of response in most every one in the expedition. "Messer Marco Polo" is much in demand, and Byrne's publishers, The Century Company, report that special copies of the first edition of his last novel, "Field of Honor," to be published next month, have already been sent to Commander Byrd's library.

W. H. Hudson's "Green Mansions" has been the most read book, perhaps due to the extreme contrast of its setting to the polar ice-fields. Conrad is read a great deal, and so are Mark Twain and Booth Tarkington, but Kipling and Dickens hardly at all. The set of Harvard Classics is used a great deal, and for some reason a set of "Modern Eloquence" has made a great hit. The Encyclopedia Britannica and the World Almanac bear the marks of hard usage. The polar selection contains such works as Nansen's "Farthest North," Shackleton's "South," books by Peary, Amundsen, Greely, and Mawson. Books from the Everyman's Library are scattered in every bunk.

The Commander himself has two weaknesses in reading—philosophy and detective stories, with philosophy as a general diet, enlivened on occasions by a spell of figuring out who did some murder or other.

Reading has filled a large part of the expedition's life this Winter, offering opportunities for study as well as amusement, and it is astonishing how many of the men have been seriously studying this Winter.

New Publishing House

New Tarzan Book To Be Issued By Metropolitan

THE new Edgar Rice Burroughs book, "Tarzan and the Lost Empire," is to be issued by a new house in the field of book publishing, Metropolitan Books, Inc., 150 Nassau St., New York. This firm, of which Maximilian Elser, Jr., is president, has come into the business through the field of newspaper releases, Mr. Elser being general manager of the Metropolitan Newspaper Service, which has recently made a great success with strip pictures of the "Tarzan" stories. These strips have been phenomenally successful and have been within six months placed in sixty cities, including the forty largest cities in the country. Mr. Elser noted the instantaneous effect the strips were having on book sales through reports of the publishers of reprint editions and decided to compete for the book rights against A. C. McClurg & Company, who, in cooperation with Burt and Grosset and Dunlap in reprint editions, had built up the big distribution of the Burroughs stories.

The new firm has its travelers in the field, but is doing all its distributing through the American News Company. The publishing date is to be the latter part of September. Several cities reported that sales subsequent to the appearance of the strips were five or six times what they had been before, and in Providence there were ten times as many books shipped in as there had been in any single month before.

Next Year's Convention

NEW YORK has been decided upon as a meeting point of the American Booksellers' Convention next May, following the habit of coming back to that city about every other year. The meeting two years ago was at the Hotel Commodore, but the exact place of gathering for next spring has not been announced. There had been some discussion of having the meeting in Philadelphia, where the last gathering in that city was held ten years ago.

The Western Division will meet in Los Angeles in April. The city of Los Angeles offers to the convention committee a very substantial subsidy for entertainment.

Boston Booktrade News

Dale Warren

IT seems that one cannot be too careful in the selection of a book to be sent as a steamer present. Having read with pleasure and no little amusement Maurice Bedel's "Molinoff," I sent a copy recently to a young lady embarking on the *Île de France*, complacently congratulating myself on the choice. In my enthusiasm I entirely forgot that the book was printed on a pale green stock and overlooked the fact that, despite the best of intentions, young ladies at sea now and then have a way of turning the same color. The combination evidently proved disastrous, for the letter I received in reply would hardly bear reprinting. There was however a postscript which read: "If I ever feel better I may give 'Molinoff' another chance!"

* * *

JOSEPH C. LINCOLN, on the threshold of 60, and with 30 Cape Cod novels to his credit, has the courage to make a violent departure. Two of them, in fact, for he has gone to a new publishing house, and has taken his son into literary partnership. "Blair's Attic," which Coward-McCann have just published, carries the name of Freeman Lincoln below that of Joseph C. Lincoln on the title page. The son has served an apprenticeship in Philadelphia newspaper work, and has been writing stories for magazines for several years. "Blair's Attic," in which he collaborates with his distinguished father, is a Cape Cod story with its beginning 40 or more years ago, and contains a lively mystery element tinted in oriental hues, which, in the opinion of John Clair Minot of the *Herald*, is conceivably the younger writer's contribution to the novel. Mr. Lincoln, Sr., was in his usual good humor when he addressed the A. B. A. Convention in Boston this spring.

* * *

EDWARD WEEKS of the Atlantic Monthly Press has just left for Vermont where he will give a series of lectures before the Writers' Conference, conducted

under the auspices of Middlebury College. Among other writers and editors to serve on the "faculty" or as "visiting professors" are Grant Overton, Edith Mirrelees, Robert Frost and Samuel Merwin.

* * *

AMONG the Boston bookshops dealing in rare books which well repay a visit is the shop of Patrick Connell at 68 Pemberton Square. Here no card catalog system prevents the prospective buyer from mulling over piles of miscellaneous stock for fear that he may disarrange some carefully worked out alphabetical system.

* * *

THE luncheon habits of Boston booksellers are almost as varied as the books they sell and the customers on their mailing lists. Two poached eggs at the St. Gotolph Club do quite nicely for Richard F. Fuller of the Old Corner, who is now and then joined by Herbert R. Burgess. Helen McGlade of the Atlantic Monthly Bookshop lunches regularly at the College Club, not more than a block or two from her desk, while Bertha Mahoney of the Bookshop for Boys and Girls can easily slip in next door to the restaurant run by the Union which sponsors her Bookshop. Marjorie Knapp is a familiar figure at the New England Kitchen. Thompson's well-known Spa on Washington Street is a popular retreat for the booksellers from Goodspeed's, Lauriat's, Jordan's, White's and the other stores in the business district.

* * *

CONTINUED demand has led Houghton Mifflin to issue a popular priced one-volume edition of Amy Lowell's "John Keats" and a two-volume edition of Beveridge's "Life of John Marshall," originally published in four volumes. Their new Riverside Library of dollar books includes such old reliables as "The Scarlet Letter" by Nathaniel Hawthorne, "Uncle Tom's Cabin" by Harriet Beecher Stowe, and "Woodrow Wilson: The Man, His Times, His Task" by William Allen White.

In the Bookmarket

BOBB-S-MERRILL announces the bestowal of a prize award upon each person guessing the right name of "Juanita Tanner," author of "The Intelligent Man's Guide to Marriage and Celibacy." The "prize awards" will consist of specially bound autographed copies of the book in the case. In as much as the style of writing of "Miss Tanner" is said "to be suggestive of Harvey Wickham, John Watson, and John Erskine, with G. K. Chesterton, G. B. Shaw and Beatrice Fairfax thrown in besides, this contest would seem to assume the character of a mystery plot—complex. In the words of the old ballad, "Who Killed Cock Robin?"

* * *

An English best-seller that is replacing the indomitable "All Quiet" is "The Man Within," a first novel by Graham Greene, a young editorial writer on the London *Times*. The book is making such a sensation in England that first editions are already being collected. *Doubleday, Doran* will be the American publishers.

* * *

The judges just selected for the \$2,000 Jewish Novel Contest conducted by *The Stratford Company* and the *Jewish Tribune* are as follows: Lewis Browne, Rabbi Harry Levi of Temple Israel, Boston, Dr. Henry T. Schnittkind, editor of The Stratford Publishing Company, and David N. Mosessohn, editor of the *Jewish Tribune*.

* * *

Harold Bell Wright's new book "Long Ago Told" (*Appleton*) is about Indians,—a collection of the tales and legends treasured by the Papago Indians in Arizona. Also another book dealing with Indians—this time with the modern Navahos, is a first novel by Oliver La Farge called "Laughing Boy" (*Houghton*).

* * *

Manchuria has been for long a sore point between China and Soviet Russia. With the Chinese action in Manchuria very much in the public eye at present, Yale University Press's announcement of the publication of "The Nationalist Program for China" by Dr. Chao-Chu Wu, Minister from China to the United States, comes as a pertinent bit of news.

* * *

Charles Boni's Paper Book Club announces its first publication in "The Golden Wave" by Tokashi Ohta and Margaret Speery, a semi-autobiographical fantasy of Ohta's life as an exile in China. Also from this new club comes the assurance that several books have been already selected to be held in reserve for future announcement. It would seem that Paper Books is prepared to offer a careful series of selections to its members.

* * *

In May, Southern textile workers went on strike. Endorsing the work organized by the Emergency Committee for Striker's Relief are Sherwood Anderson, Fanny Hurst, Theodore Dreiser, Floyd Dell, Max Eastman, Don Marquis, Vachel Lindsay, and other literary lights, sympathetically denouncing prevailing conditions in the Southern textile mills as verging on feudalism.

* * *

Energetic Richard Halliburton has been doing things again. He has just returned from Devil's Island with a suitcase full of new adventures which will be incorporated in his next book.

* * *

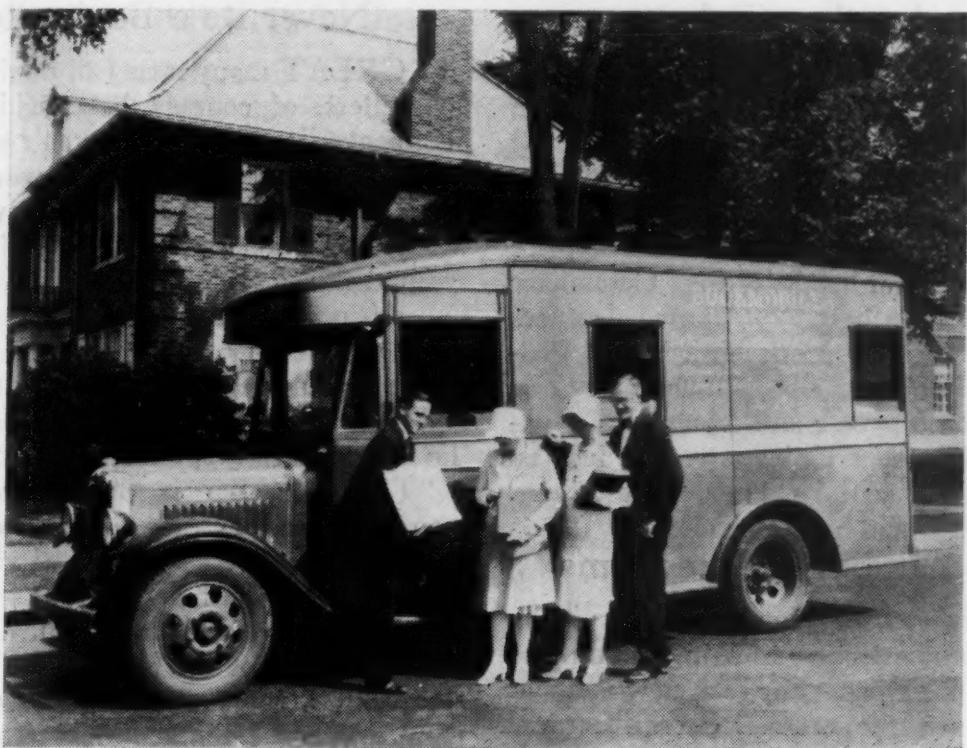
Viking Press has been a pioneer in reintroducing German novels to the American market. Its third and latest book to be translated from the German is "Class of 1902" by a new novelist, Ernst Glaeser. The translator is Edwin Muir who was responsible for the fine translation of "Power." "Class of 1902" will appear on September 21st.

* * *

Helen Hunt Jackson's "Ramona" seems to be taking on the spirit of the Oberammergau Passion Play. At Hemet, Cal., the story has been used for an annual pageant play, produced in a natural bowl in the foothills under Mount San Jacinto. Six performances are given during April and May and the season's attendance is about 30,000.

* * *

The Prince of Wales has come to town, or at least will be coming soon according to *Macmillan*, who have announced that they will publish a biography of the Prince. The book has been endorsed by the Secretary to the Prince.



The Bookmobile in Portland, Maine. Charles R. Brockman, Manager (at right), and Assistant Manager George W. Stewart are the gentlemen in the case

Tentative Schedule of the Bookmobile for the Next Few Weeks

(Subject to change)

Wed.,	Aug. 21	*Akron, Ohio.
Thurs.,	" 22	Massillon, Ohio, *Canton, Ohio.
Fri.,	" 23	Wooster, Ohio, *Mansfield, Ohio.
Sat.,	" 24	Bucyrus, Ohio, *Marion, Ohio.
Sun.,	" 25	*Marion, Ohio.
Mon.,	" 26	Kenton, Ohio, *Lima, Ohio.
Tues.,	" 27	*Ft. Wayne, Ind.
Wed.,	" 28	*Ft. Wayne, Ind.
Thurs.,	" 29	*South Bend, Ind.
Fri.,	" 30	Elkhart, Ind., *Kalamazoo, Mich.
Sat.,	" 31	*Kalamazoo, Mich.
Sun.,	Sept. 1	*Kalamazoo, Mich.
Mon.,	" 2	*Holland, Mich.
Tues.,	" 3	*Muskegon, Mich.
Wed.,	" 4	*Grand Rapids, Mich.
Thurs.,	" 5	*Grand Rapids, Mich.
Fri.,	" 6	Lansing, Mich., *Battle Creek, Mich.
Sat.,	" 7	Jackson, Mich., *Ann Arbor, Mich.
Sun.,	" 8	*Ann Arbor, Mich.
Mon.,	" 9	*Flint, Mich.
Tues.,	" 10	Pontiac, Mich., *Detroit, Mich.
Wed.,	" 11	*Detroit, Mich.
Thurs.,	" 12	*Detroit, Mich.

Another Club

A BOOK club to serve the business man is now in operation in the form of the "Business Book League" at 160 Fifth Avenue, New York. The regular plan is used for selecting the books which are furnished at the published price plus postage. The Selecting Committee is made up of Albert W. Atwood, lecturer on finance at New York University; William P. Hamilton, editor-in-chief of *The Wall Street Journal*; and Merryle S. Rukeyser of Columbia University. A business book a month will be sent to subscribers.

Club Building by Premiums

THE Book-of-the-Month Club is urging its present members to help in adding to the subscription list. For each new member thus obtained the original subscriber will be presented with two volumes of the Modern Library.

Subscription building by premiums to members was the method largely used by the larger German Book Clubs. One German Book Club has developed over one thousand members in the United States by this method.

Latin-American Collection Bought by Duke University

ONE of the most valuable Latin-American libraries ever assembled has been purchased, intact, by Duke University. The collection of 3000 volumes which includes pamphlets, manuscripts, government documents and newspapers, many of them without duplicates, was assembled by the late Perez de Velasco. Those who have examined the library say that it is superior to that of the national library at Lima. It was located by Dr. Fred Rippy of the historical department of the university and at present lecturing in the University of Mexico.

The history of Central and South America is accurately followed for centuries, one of the early rarities being "The Summary of Accounts of Gold and Silver," published in Mexico in 1556. The Spanish documents, dating from the fourteenth to the nineteenth century, with the early accounts of American discovery make the collection at Duke a rare assemblage of Americana.

Never Be a Bookseller

A GREAT many men (all of them booksellers, of course) have said, "Never be a bookseller." But we haven't paid much attention, for we knew they were merely being politely sorry for themselves. But when as understanding and charmingly sympathetic a person as David Garnett, himself once a bookseller, says the same thing we are all ears, for his is a statement which goes beyond mere personal sympathy, and becomes rather an authentic tribute. To Alfred A. Knopf he has written:

"The bookseller is the kindest-hearted man alive and extraordinarily long-suffering. He works hard for small returns, he usually spends half his time in giving free advice to everyone in his town, he does all the hard work of the book trade. He sells the books I write and he keeps on selling them. When I think of what that means, I thank my stars that now I only have to write them."

I can hear my sons outside, calling to each other in the garden. When the time comes, shall I hand on the advice my father gave me?

"Never try to write. Never have anything to do with publishing or the book-trade."

And I shall add: "Above all, never be a bookseller. That is the worst of all: the hardest work and the worst paid." Yet sometimes I wish I were back in the shop. It was a great game. One was always meeting interesting people, and there was a lot of good talk."

New Edition of Henry George

THE Robert Schalkenbach Foundation announces a Fiftieth Anniversary Edition of "Progress and Poverty: an Inquiry into the Cause of Industrial Depressions and Increase of Want with Increase of Wealth: the Remedy," by Henry George, whose economic theories the Foundation is organized to promote. The edition contains a foreword by Charles O'Connor Hennessey, President of the Foundation, and reprints of the Introduction to the Twenty-fifth Anniversary Edition by Henry George, Jr., telling "How the Book Came to be Written," and of the author's own Prefaces to the Fourth Edition, summarizing the argument.

Sunderland's Publishers In Jail

"INDIA IN BONDAGE" by Dr. J. T. Sunderland, Unitarian clergyman of Poughkeepsie, has brought its publishers in India to grief. The publisher, Ramananda Chatterjee, and the printer, Sajami Das, are each doing a three months' penance in jail for sedition, the book is suppressed and India will remain serene. Sunderland contends that if the printer and publisher are guilty of sedition, so are several very prominent Englishmen of public affairs, but so it goes.

New Course Added to "Reading with a Purpose" Series

THE latest addition to the American Library Association's "Reading With a Purpose" series of printed courses is a course in "The Romance of Modern Exploration" by Fitzhugh Green. Mr. Green was with Donald B. MacMillan as engineer and physicist in the search for Crocker Land and in the exploration of the Polar Sea, in the unknown area to the westward of Peary's North Pole course and along the western course of Axel Heiberg Land. As an intimate associate of Commander Byrd, Charles Lindbergh (with whom he was co-author of "We"), Martin Johnson, Lincoln Ellsworth and others he has been behind the scenes of many of the great deeds of recent years.

The course comprises a brief introduction to the subject in general and a guide to six books, planned to give a picture of exploration at the poles, under the sea, and into the desert. The six books recommended in the course are "The Polar Regions in the Twentieth Century," by A. W. Greely (*Little*) \$4.00, "The South Pole," by Roald Amundsen (*Lee Keedick*) \$6.00, "The Adventure of Wrangel Island," by Vilhjalmur Stefansson (*Macmillan*) \$6.00, "Skyward," by Richard E. Byrd (*Putnam*) \$3.50, "Beneath the Tropic Seas," by William Beebe (*Putnam*) \$3.50, and "On the Trail of Ancient Man," by Roy Chapman Andrews (*Putnam*) \$6.00.

The books, which are quite in tone with modern taste for the adventure of natural conquest, are available in any general library or any good bookstore.

Books and Mr. Baldwin

MR. BALDWIN, late Prime Minister of England, is still giving opinions and delivering ultimatums, this time in an address made recently at the opening of the new building for Gray's Inn Library. Said Mr. Baldwin, "My idea of a library is one that has inscribed over it that inscription which was chosen by a junior naval officer over his destroyer—"Ut veniant omnes"—"Let them all come." A library cannot be too catholic. A library should be a place into which you can be flung at any time and you will find your own pasturage." Wisely and with wit he made a protest against rules and prescriptions as to the use of books. Libraries, he believes sanely enough, were made for man, not man for libraries. Mr. Baldwin detests an artificial interest in books. To that much asked and eternally boring question of "what three books would you like to be marooned with on a desert island" Mr. Baldwin would propose the choice of Diderot, "Richardson, Homer and Moses," for only consider what a fine array "of feminine society there would be on his desert island—Clarissa, Nausicaa, Potiphar's wife!"

Both D. H. Lawrence's Pen and Brush Have Encountered the Bobbies

A WONDERFUL opportunity to prove the old anecdote of the English artist who proceeded to demonstrate the essence of vulgarity has come to D. H. Lawrence. As in the case of the story, Mr. Lawrence's nudes have struck fire, and we are anxious to see if he will paint *la femme en habit* just to show his censors what vulgarity really can be. We have never seen his paintings, but hold a suspicion that he could make dear London shudder. The wise magistrate who heard the case of State vs. Art, decided that the thirteen pictures should not be destroyed, but returned to their owners or Lawrence. Art is not lost; the public is protected. Four books illustrated by artist Lawrence were consigned to the flames from the exhibit, however. (Collectors note.) One up on Boston, and the Bobbies are probably feeling rather chipper.

Communication

BOOK BEGGING DEPLORED

August 5, 1929.

Editor of Publishers' Weekly:

Your editorial "Book Begging" in the July 27th issue of the *Weekly* has struck a responsive chord in the bosom of the writer, and I am dropping you this line just as a bit of encouragement and commendation to you in tackling this evil in the publishing business.

It is astonishing to observe the extent to which the idea that books are a commodity with little or no value has penetrated into every crook and cranny of the "dear public."

Even in such a highly specialized business as ours, a business in which nearly all of our efforts are devoted to the publishing of science, we are not impervious to the machinations of the book beggar.

Not the least interesting part of the problem is the disposition of book beggars to wax eloquently sarcastic and threatening when the publisher has the temerity to demur in the sending out of free books. Consider this choice morsel culled from a letter recently received from a school teacher: "I am astonished that you should expect me to pay for a sample copy. In all my career as a teacher, publishers have always been pleased to give me any books I ask for. I consider your attitude outrageous." How's that?

As a young man my first job was as an instructor in one of the wealthiest secondary schools of the country. The head of my department was a fine gentleman of the old educational school, and who had devoted his entire life to the teaching profession. Upon my first visit to his home I noticed his very fine library of books on education. His library consisted of probably 1,500 or 2,000 volumes, and covered the entire range of educational work from the kindergarten to the grave. When I commented upon the large investment that he had made in his library, he astonished me with the sly remark that it hadn't cost him a penny. Then he let me in on his secret. He simply wrote to the publishers and asked for sample copies, and because he had the power of spending several hundred dollars a year the publishers were afraid to refuse his request and sent him the books he asked for. The lamentable

part of the whole procedure was that he did not realize that he was a petty book grafted; to his way of thinking he was merely exercising one of the prerogatives of the teaching profession.

More power to you in the good work.

Very truly yours,

G. H. ROWE.

Obituary Notes

H. C. WITWER

H. C. WITWER, author and humorist, died at his home in Los Angeles, August 9. He was 39 years old. Witwer was born in Athens, Penna., and attended St. Joseph's College in Philadelphia for a time. His training as a writer came from reporting on Eastern papers including *The Brooklyn Eagle*, *New York American*, *New York Mail* and *The New York Sun*. His best known books are "From Baseball to Boches" and "The Leather Pushers." He was also author of many scenarios, magazine stories and articles and conductor of comic strips.

J. S. ARMSTRONG

J. SINCLAIR ARMSTRONG, retired publisher and former junior partner of his father, the late A. C. Armstrong of A. C. Armstrong and Son, died in New York, August 16, at the age of 72. He was born in New York and attended the Friends School in Stuyvesant Square. He spent two years in France and Germany, and on his return to the United States in 1875, became associated with the house of Scribner, Armstrong and Company in which his father was a partner. The father and son established their own business in 1879 and continued until 1911. The firm concentrated on standard works but in its latter years included a number of religious books. Among their noted publications was "The Expositor's Bible" in forty-nine volumes.

MARY MACLANE

MARY MACLANE died in Chicago, August 1st, in a lonely room at the age of forty-eight. In 1902 she made an extraordinary impression in the country through the publication of a slim book called "The Story of Mary MacLane," written when she was a girl living in Montana. Her crude and naive but striking manuscript

was submitted to Herbert S. Stone, who accepted it on the instant and with great faith in it began immediately to publish the book. The discussion about it swept from one end of the country to the other, made her famous, gave her a market for one or two other books and brought her to New York as a freelance writer. By some, her first volume is likened to "The Memoirs of Marie Bashkirtsev." None of her other books had any particular success, and yet her name has been so clearly remembered over a span of twenty odd years that her name is familiar to a generation of readers.

Record of American Book Production, July 1929*

CLASSIFICATION	New Publications		By Origin			Total	
	New Books	New Editions	English And other Foreign Authors				
	American Authors	American Manufacture	Imported				
Philosophy	11	—	6	—	5	11	
Religion	45	7	42	—	10	52	
Sociology, Economics	24	—	16	—	8	24	
Law	7	—	6	1	—	7	
Education	22	—	19	—	3	22	
Philology	22	1	10	6	7	23	
Science	15	3	10	1	7	18	
Technical Books	29	6	24	—	11	35	
Medicine	41	10	43	—	8	51	
Agriculture—Gardening	2	3	3	—	2	5	
Domestic Economy	4	2	5	—	1	6	
Business	14	4	17	—	1	18	
Fine Arts	6	—	5	—	1	6	
Music	6	—	5	—	1	6	
Games	3	1	3	—	1	4	
General Literature	28	5	20	2	11	33	
Poetry—Drama	25	9	18	1	15	34	
Fiction	76	37	81	22	10	113	
Juvenile	90	6	86	4	6	96	
History	19	2	12	3	6	21	
Geography	16	2	9	—	9	18	
Biography	20	4	11	6	7	24	
Miscellaneous	4	1	4	—	1	5	
	529	103	455	46	131	632	

* In July, 1928, 473 new books, 111 new editions, were recorded, a total of 584.

Business Notes

BELLAIRE, OHIO.—Mrs. M. G. Connor has sold the City Book Store to Albert Long.

CUSHING, OKLAHOMA.—Mattie Payne Book and Gift Shop will open at 805 East Moses Street with general stock and circulating library.

FAIRBANKS, ALASKA.—The Book Shop

has been opened during the past year by David Adler with general stock, fine editions and text-books.

HAVERHILL, MASSACHUSETTS.—The Friendly Book Shop, 1 Monument Square, is out of business.

NEW YORK.—Wright's Studio Shop has moved to 907 Westchester Ave., Bronx, open evenings only and Saturday from 1 p. m. to 11. The former addresses were 1534 University Ave., and 915 Westchester Ave.

READING, PENNSYLVANIA.—The Charles Dickens' Book Store, 440 Court Street, will open under Harry W. Weiler with general stock, fine and old editions and a circulating library.

SAN FRANCISCO.—The Manager of the Architectural Book Shop is now F. D. Atherton instead of M. Sterling Carter who is at present connected with the firm of Edwards and Schary, Architects.

Book Club Selections

BOOK-OF-THE-MONTH CLUB

September—"Ultima Thule" by H. H. Richardson. *W. W. Norton.*

THE LITERARY GUILD

September—"The Tragic Era" by Claude G. Bowers. *Houghton Mifflin.*

CATHOLIC BOOKLOVERS' GUILD

September—"Joan of Arc" by Hilaire Belloc. *Little, Brown.*

BOOK LEAGUE OF AMERICA

September—"The Love of the Foolish Angel" by Helen Beauclark. *Cosmopolitan.*

FREETHOUGHT BOOK CLUB

September—"Unravelling the Book of Books" by Dr. Trattner. *Scribner.*

CATHOLIC BOOK CLUB, INC.

August—"Red Silence" by Kathleen Norris. *Doubleday, Doran.*

THE RELIGIOUS BOOK CLUB

August—"Man's Social Destiny in the Light of Science" by Charles A. Ellwood. *Cokesbury.*

DETECTIVE STORY CLUB

September—"The Duke of York's Steps" by Henry Wade. *Payson & Clarke.*

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abramson, Ivan

Mother of truth; a story of romance and retribution based on the events of my own life. 242p. front. (por.) O [c.'29] N. Y., Graphic Literary Press, 1775 B'way \$5

Adams, Frank R.

Help yourself to happiness. 239p. D [c.'28, '29] N. Y., Macaulay \$2

Anne Harkness answers an advertisement for an artist's model and steps right in to a murder mystery.

Alarcón, Pedro Antonio de

El Capitán Veneno; ed. by Marion E. Potter. 239p. il. S (Internat'l modern lang. ser.) [c.'29] Bost., Ginn 84c.

Alfau, Felipe

Old tales from Spain. 219p. il. D c. Garden City, N. Y., Doubleday, Doran \$2
Spanish legend and folk-lore for boys and girls from 8 to 12.

American Boy sports stories; foreword by

Griffith Ogden Ellis; introd. by Robert C. Zuppke. 371p. front. D '29, c. '23-'29 Garden City, N. Y., Doubleday, Doran \$2

Fourteen stories about football, hockey, baseball, track, and other sports selected from *The American Boy*.

Ames, Joseph Bushnell

The bladed barrier. 401p. D [c.'22-'29] N. Y., Century \$2

Two young prospectors, searching for a hidden treasure in Lower California, encounter horrible and fantastic dangers.

Andersen, Hans Christian

The red shoes [lim. ed.]. 31p. il. (col.) D '29 N. Y., W. V. McKee bds., \$7.50; \$15; vellum, \$25

Andrews, Marietta Minningerode [Mrs. Eliaphet Fraser Andrews]

Scraps of paper. 396p. il. O [c.'29] N. Y., Dutton \$5

Adams, Eustace L.

The runaway airship. 224p. front. D (Andy Lane ser.) [c.'29] N. Y., Grosset 50c.

Memories of two wars—the Civil War and the World War, as recorded in letters, diaries, etc., of the author's relatives.

Azorín, pseud. [José Martínez Ruiz]

Al margen de los clásicas; ed. by Agnes W. Borland. 110p. S (Longmans' Spanish texts; intermediate ser.) '28 N. Y., Longmans pap. 70c.

Azuela, Mariano

The under dogs; tr. by E. Munguía, jr. 241p. il. D c. N. Y., Brentano's \$2.50
A novel of the Mexican Revolution.

Baedeker, Karl, firm, publishers, Leipzig

Austria, together with Budapest, Prague, Karlsbad, Marienbad; handbook for travelers; 12th rev. ed. 582p. il. (col.), diagrs. (col.) S (Baedeker's guide b'ks.) '29 N. Y., Scribner flex. fab. \$5.50

Egypt and the Sûdân; handbook for travelers; 8th rev. ed. 703p. (5p. bibl.) il., maps (pt. col.), diagrs. (pt. col.) S '29 N. Y., Scribner flex. fab. \$10

Barnes, Djuna

A night among the horses. 264p. D '29, c. '23, '29 N. Y., Liveright bds. \$2.50
A second edition of these stories, plays and poems, published originally as "A Book."

Barr, Cecil

Suzy falls off. 285p. D c. N. Y., Boni \$2
The adventures of Suzy and Sabine in Paris.

Barrows, Esther G.

Neighbors all; a settlement notebook. 228p. D c. Bost., Houghton \$2
Observations and experiences of twenty years' social work in South End House in Boston.

Basso, Hamilton

Relics and angels. 286p. D c. N. Y., Macaulay \$2.50
The industrial change which the South is undergoing shown in the life and mind of Tony Clezaz, son of an old Creole family.

Appleton, Victor, pseud.

Tom Swift and his house on wheels, or, A trip to the mountains of mystery. 218p. front. D (Tom Swift ser.) [c.'29] N. Y., Grosset 50c.

- Bell, Florence Eveleen Eleanore Olliffe, lady**
 Landmarks; a reprint of some essays and other pieces published between the years 1894 and 1922. 227p. O '29 N. Y., Liveright \$3.50
 Essays on various aspects of social life during the last quarter-century, some of them in French.
- Bernbaum, Ernest, ed.**
 Anthology of romanticism; v. 3, Blake, Coleridge, Wordsworth, Lamb, and Hazlitt. 410p. S (Nelson's English ser.) c. N. Y., Nelson \$1.25
- Blackwell, Alice Stone, tr.**
 Some Spanish-American poets; introd. and notes by Isaac Goldberg. 600p. D c. N. Y., Appleton \$3
 An anthology, giving English and Spanish text on opposite pages.
- Blake, William**
 The marriage of heaven and hell [lim. ed.]. 36p. D '29 N. Y., W. V. McKee bds. \$7.50
- Blashfield, Clara Beers**
 Worship training for primary children. 210p. (bibls.) D (Specialization ser.) [c. '29] [N. Y.] Methodist Bk. \$1
- Blodgett, Ruth**
 Birds got to fly; a novel in six parts. 324p. D [c. '29] N. Y., Harcourt bds. \$2.50
 How Rosanne from New York, who had married into the New England shoe-manufacturing Porter family, determined to have things her own way.
- Bloom, Ursula [Mrs. C. G. Robinson]**
 The eternal tomorrow. 318p. D c. N. Y., G. Howard Watt \$2
 The interweaving destinies of two men and a girl.
- Bonner, Mary Graham [Mrs. Eugene Edward Early]**
 The magic music shop. 95p. il. (pt. col.) F c. N. Y., Macaulay \$2.50
 How Minna is invited into a wonderful shop, where she learns to know the different musical instruments and their tunes and enjoys the romances of C Major Scale and Miss First Piece. For children from 8 to 14.
- Booth, Marjorie**
 A gem of earth. 310p. D [c. '29] N. Y., Harcourt bds. \$2.50
 The romance of a young English girl.
- Branch, Harold Francis, D.D.**
 Christ's ministry and passion in art. 176p. il. D [c. '29] Phil., Harvey M. Shelley, 5513 Larchwood Ave. \$1.75
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- Berman, Jacob K., M.D.**
 Nursing in emergencies. 160p. il., diagrs. D c. St. Louis, C. V. Mosby \$2.25
- Black, W. H., and Parr, V. V.**
 Feed-lot and ranch equipment for beef cattle. 22p. (bibl. footnotes) il., diagrs. O (U. S. Dept. of Agric., farmers' bull. no. 1584) '29 [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 5c.
- Blackwell, Jefferson Davis**
 The organization and supervision of vocational education in Maryland county high schools. 191p. (bibls.) il. O '29 Balt., Twentieth Century Pr. Co., 404 W. Redwood St. apply
- Burtis, Thomson**
 Rex Lee, sky trailer. 249p. front. D (Rex Lee ser.) [c. '29] N. Y., Grosset 50c.
- Cady, Marion Ernest**
 The book of nature; with the Creator from season to season; rev. by Frances A. Howell; a revision of Bible nature series, bks. 1 and 2. 297p. il. D [c. '29] Mountain View, Cal., Pacific Press Pub. Ass'n. apply
- Campbell, J. W.**
 Numerical tables of hyperbolic and other functions. 75p. O [c. '29] Bost., Houghton \$1.25
- Carnovale, Luigi**
 The most tragic struggle of the centuries; the Italian Risorgimento, culminating in the fall of the temporal power of the popes. 166p. (bibl. footnotes) D [c. '29] [Chic., Humanitas Pub. Co., 180 N. Michigan Ave.] apply
- Clark, Ralph Ewing**
 A treatise on the law and practice of receivers; a v.; and ed. 2053p. O [c. '29] Cin., W. H. Anderson Co. fab. \$20

Clarke, Edwin Leavitt

The art of straight thinking; a primer of scientific method for social inquiry. 481p. (27p. bibl.) diagrs. D c. N. Y., Appleton \$3
How to form unprejudiced opinions on questions of the day.

Coffin, Henry Sloane

The Ten Commandments. (Dollar lib.) '29
Garden City, N. Y., Doubleday, Doran \$1

Colette

Chéri; tr. by Janet Flanner. 227p. il. D c. N. Y., Boni \$2.50
A story of a "gigolo," Chéri.

Coxe, Howard

Passage to the sky. 282p. D c. N. Y., Boni \$2.50

Comedy and tragedy go hand in hand in this story of the expatriates who seek forgetfulness in their villas in the hills about Florence.

Cozzens, James Gould

The son of perdition. 312p. D c. N. Y., Morrow \$2.50

A novel of personalities in a small seaside town in Cuba which is dominated by American sugar interests.

Crew, Helen Coale [Mrs. Henry Crew]

The lost king. 206p. il., map D [c. '29] N. Y., Century \$1.75

The romantic story of the return of Odysseus from his wanderings, retold for young readers from the point of view of three children of Ithaca.

Crowther, Samuel

Money; how to make it, use it, invest it. 204p. D [c. '29] Bost., Stratford \$2

For the average person who is seeking for conservative ways of accumulating and multiplying his income.

Daughish, Eric Fitch

Fishes and sea animals [il. by the author]. 47p. sq. D (Animals in black and white, v. 6) ['29] N. Y., Morrow bds. \$1.25

Reptiles [il. by the author]. 47p. sq. D (Animals in black and white, v. 5) ['29] N. Y., Morrow bds. \$1.25

The fifth and sixth volumes of these animal books for children, the informative text matter being accompanied by woodcut illustrations.

Dana, Charles L.

Fragments from Vermont's Parnassus [verse]. 42p. O '29 Woodstock, Vt., Elm Tree Press bds. \$2

De La Mare, Walter John

Stories from the Bible; il. by Theodore Nadejen. 410p. il. (col.) O c. N. Y., Cosmopolitan \$3.50

Colwell, N. P., M.D.

Medical education, 1926-1928. 14p. (bibl. footnotes) O (Dept. of Int., bull., 1929, no. 10) '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5c.

Crump, Irving

The Cloud patrol. 188p. il. D ("Buddy" b'ks for boys) [c. '29] N. Y., Grosset 50c.

Davis, Joseph S., and others

The export debenture plan for wheat. 45p. O (Wheat studies of the Food Research Inst., v. 5, no. 8) c. Stanford Univ., Cal., Food Research Inst. pap. \$1

Dixon, Franklin W.

The lone eagle of the border, or, Ted Scott and the diamond smugglers. 220p. front. D (Ted Scott flying stories) [c. '29] N. Y., Grosset 50c.

The stories of Joseph, Moses, Samson, Samuel, Saul, David, the Garden of Eden, the flood, and the children of Israel in the wilderness told for children.

Denison, Carrie

Glimpses [lim. ed.]. 256p. O '29 N. Y., W. V. McKee buck. \$8.50

Douglas, Norman

Birds and beasts of the Greek anthology. 233p. (bibl.) il. D [c. '29] N. Y., Cape & Smith bds. \$3

About the animals, some of which are not known today, that are mentioned in the "Greek Anthology."

Dunbar, H. Flanders

Symbolism in medieval thought and its consummation in the Divine Comedy. 580p. (35p. bibl.) front. O c. New Haven, Conn., Yale \$5

Eady, L. G.

Elizabeth's book. 76p. il. O [n. d.] N. Y., Dutton \$2.50

The daily life of a little English girl is told in verses, most of which have appeared in *Punch*.

Earle, Horatio Sawyer

The autobiography of "By Gum" Earle. 366p. il. map D c. Lansing, Mich., State Review Pub. Co. \$2.50

Ellwood, John Kelley

Forming correct language habits; manual. 173p. D c. Bost., Meador Pub. Co. \$1

Finger, Charles Joseph

A man for a' that. 265p. (2p. bibl.) front. (por.) O [c. '29] Bost., Stratford \$3

A biography of Robert Burns, the Scottish poet.

Fitler, Mary Biddle

Reddy. 218p. il. O c. N. Y., Harper \$2
The adventures of Reddy and his "gang," the Red Lions of Riverton, a small American town. For young people from 10 to 14.

Flanner, Hildegarde

Time's profile. 156p. il. D c. N. Y., Macmillan \$2

A book of poems by the author of "A Tree in Bloom."

Fleg, Edmond

The Wall of Weeping; tr. by Humbert Wolfe [lim. autographed ed.]. 101p. O '29 N. Y., Dutton \$12

A book of poems, which make one connected narrative.

Fletcher, A. C. B.

From job to job around the world; new ed. by J. D. Fletcher. 307p. il. O '29, c. '16, '29 N. Y., Dodd, Mead \$3

Dunn, Joseph Allan Elphinstone

Buffalo boy. 224p. il. D ("Buddy" bk's. for boys) [c. '29] N. Y., Grosset 50c.

Ellwood, John Kelley

Forming correct language habits; a new and unique method of securing desired results in primary language teaching; grades 1, 2, 3. no p. O c. '29 Bost., Meador Pub. Co. pap. 25c. ea.

Euler, Louis J.

Monopolies and federal anti-trust laws. '29 Chic., Callaghan & Co. \$5.50

Farquhar, Joseph S.

Memories of the past [verse]. 191p. front. (por.) S [c. '29] [Clearmont, Mo., Author] \$1.50

- Forester, Cecil Scott**
Single-handed. 273p. D c. N. Y., Putnam \$2
The thrilling story of a British seaman who fought and died for a tradition of the sea, alone and trapped on a remote island in the Pacific.
- Francis, Joseph Greene**
The joyous Aztecs. 42p. il. obl. S [c. '15-'29] N. Y., Century bds. \$1.50
Verses and pictures for children.
- Gallichan, Walter M.**
The poison of prudery; an historical survey. 235p. (bibl. footnotes) D [c. '29] Bost., Stratford \$2.50
The menace of prudery to morality, art, social culture, and health.
- Garratt, Geoffrey Theodore**
An Indian commentary. 335p. (4p. bibl.) D [n. d.] N. Y., Cape & Smith \$2.75
The problems and future of relations between England and India are discussed by an Englishman who has served in the Indian Civil Service and in the Indian Army.
- Gaunt, Mary Eliza Bakewell [Mrs. Hubert Lindsay Miller]**
George Washington; and the men who made the American Revolution. 94p. il. (pt. col.) D (Peeps at great men) '29 [N. Y., Macmillan] \$1
- George, Henry**
Progress and poverty; fiftieth anniversary ed. 591p. (bibl. footnotes) front. (por.) D '29 N. Y., Robert Schalkenbach Found., 11 Park Pl. \$1
- Glass, Frederick J.**
Modelling and sculpture; a practical treatise for students with a brief history of the art. 147p. il. diagrs. O '29 N. Y., Scribner \$7
- Gray, Elizabeth Janet**
Tilly-Tod. 173p. il. (col. front.) D c. Garden City, N. Y., Doubleday, Doran \$2
Tilly-Tod were little Quaker twins, who lived with their grandmother in New Jersey, just at the end of the Civil War. For girls from 8 to 12.
- Green, Julian**
The dark journey; tr. by Vyvyan Holland. 376p. D c. N. Y., Harper \$2.50
A novel by the author of "The Closed Garden," which was selected by the French Book-of-the-Month Club, when it appeared in France. In this country it has won the Harper Prize Novel Contest for 1929-30.
- Greene, Ward**
Cora Potts; a pilgrim's progress. 277p. D [c. '29] N. Y., Cape & Smith \$2.50
Against the background of the South of this century runs the story of Cora Potts who set out to get what she wanted by fair means or foul.
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- Franzen, Raymond**
Health education tests; a description of the tests used in the School Health Study, with norms for fifth and sixth grade children, and directions for giving the tests. 90p. map, diagrs. O (School health research monographs, no. 1) c. N. Y., Amer. Child Health Ass'n. 90c.; pap. 60c.
- Froom, Le Roy Edwin**
Stewardship in its larger aspects. 48p. D ['29] Mountain View, Cal., Pacific Press Pub. Ass'n. apply
- Gaskell, Mrs. Augusta**
What is life? 324p. O [c. '29] Springfield, Ill., C. C. Thomas, 300 E. Monroe St. apply
- H. T. R. [Henry Thompson Russell]**
The brighter French word book. 336p. il S '29 Bost., Houghton \$2
The visitor to France can find, under subject headings, the right words and phrases for all occasions, although a working knowledge of the language is necessary.
- Hall, Frederick**
A voice in the night, and other stories. 271p. D [c. '29] Los Angeles, Biola B'k. R'm. \$1.75
- Handbook for travellers in India, Burma and Ceylon (A)**; including all British India, the Portuguese and French possessions, and the Indian states; 13th ed. 956p. (bibl., bibl. footnotes) il., maps (pt. col.), diagrs. S '29 N. Y., Scribner flex. cl. \$12
- Harré, T. Everett, comp.**
Beware after dark! the world's most stupendous tales of mystery, horror, thrills and terror. 461p. O [c. '29] N. Y., Macaulay \$2.50
By E. F. Benson, Lafcadio Hearn, Leonid Andreiev, E. Phillips Oppenheim, M. P. Shiel and many others.
- Hartwell, Kathleen Ellen**
Lactantius and Milton. 233p. O '29 Cambridge, Mass., Harvard \$3
- Hawthorne, Nathaniel**
The scarlet letter; a romance; ed. by Ernest E. Leisy. 313p. (2p. bibl.) S (Nelson's English ser.) c. N. Y., Nelson \$1
- Henriot, Emile**
Aricie Brun, or, Les vertus bourgeoises; introd., notes, program of work and vocabulary by Robert E. Rockwell. 425p. (2p. bibl.) front. (por.), map D (Contemporary France in literature) [c. '29] Bost., Ginn \$1.80
- Herrick, Robert**
Delighted earth [lim. ed.]. 170p. il. O '29 N. Y., W. V. McKee \$12
- Heyer, Georgette**
The masqueraders. 352p. D c. N. Y., Longmans
A gay and adventuresome romance of eighteenth century England. \$2
- Holland, Rupert Sargent**
Drake's lad. 222p. il. D [c. '29] N. Y., Century \$1.75
A young runaway joins Sir Francis Drake and shares his adventures on land and sea.
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- George, John J.**
Motor carrier regulation in the United States. 293p. (4p. bibl.) D '29 Spartansburg, S. C., Band & White, 142 Spring St. \$3.50
- Gregg, John Robert**
Teacher's handbook to Gregg shorthand junior manual, containing also the keys to the Gregg shorthand junior manual and to junior readings in Gregg shorthand. 181p. S. [c. '29] N. Y., Gregg Pub. Co. apply
- Harvey, Samuel Clark**
The history of hemostasis. 144p. il. D '29 N. Y., P. B. Hoeber \$1.50

- Hood, Evelyn**
An aviator. 43p. il. D (Beginning at six) c. Garden City, N. Y., Doubleday, Doran 75c.
- A head of police. 38p. il. D (Beginning at six) c. Garden City, N. Y., Doubleday, Doran 75c.
- These first two volumes in a series for beginners in reading, tell in word and picture, the lives of Col. Lindbergh and Theodore Roosevelt.
- Hoyt, Nancy [Mrs. Gerald Wynn-Wynn]**
Bright intervals. 246p. D c. N. Y., Knopf \$2.50
- A gay novel about Lydia Stephany Graeme, young, attractive, and at home in Paris, London and New York, her marriage to Bill Morton, and their subsequent troubles.
- Hubbard, Hesketh**
Colour block print making, from linoleum blocks [lim. ed.]. 211p. il. O '29 N. Y., W. V. McKee bds. \$5
- Hyde, Grant Milnor**
Journalistic writing, for classes and for staffs of student newspapers and magazines; 2nd ed. 482p. (5p. bibl.) il., diagrs. D [c. '29] N. Y., Appleton \$1.60
- Jeans, Samuel**
Charles Dickens. 94p. (bibl.) il. (pt. col.) D (Peeps at great men) '29 [N. Y., Macmillan] \$1
- Jefferson, Bernard Levi, ed.**
Essays and essay writing. 446p. (bibl.) S (Nelson's English ser.) c. N. Y., Nelson \$1.25
- Kahle, Katharine Morrison**
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- Against the wall. Millay, K. \$2.50 Macaulay
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- Anglo-Irish literature, 1200-1582. Seymour, St. J. \$5 Macmillan
- Anthology of Romanticism; v. 3. Bernbaum, E. \$1.25 Nelson
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- April ploughing. Sharp, C. \$1.50 Country Bard Co.
- Are we civilized? Lowie, R. H. \$3 Harcourt
- Aricie Brun. Henriot, E. \$1.80 Ginn
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- Art of straight thinking, The. Clarke, E. L. \$3 Appleton
- Austria. Baedeker, K. \$5.50 Scribner
- Autobiography of "By Gum" Earle, The. \$2.50 State Review Pub. Co.
- Aviator, An. Hood, E. 75 c. Doubleday, Doran
- Barbarian stories. Mitchison, N. \$2.50 Harcourt
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- Between twelve and one. Loder, V. \$2 Morrow
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- Birds and beasts of the Greek anthology. Douglas, N. \$3 Cape & Smith
- Birds got to fly. Blodgett, R. \$2.50 Harcourt
- Black sun. Kandel, A. \$2.50 Harper
- Bladed barrier, The. Ames, J. B. \$2 Century
- Blair's attic. Lincoln, J. C. \$2 Coward-McCann
- Boys and girls of the Alps. Spyri, J. H. \$1.50 Crowell
- Bright intervals. Hoyt, N. \$2.50 Knopf
- Brighter French word book, The. H. T. R. \$2 Houghton

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 Caliph of Cordova, The. Saphire, S. \$2 *Bloch Pub. Co.*
 Capitán Veneno, El. Alarcón, P. 84 c. *Ginn*
 Chéri. Colette. \$2.50 *Boni*
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 Dickens (Charles). Jeans, S. \$1 *Macmillan*
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 H. 92 c. *Macmillan*
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Heath

Old and Rare Books

Frederick M. Hopkins

FOR four months—May, June, July and August—there has been a wonderful exhibition of Dickensiana in the Main Exhibition Room at the New York Public Library, comprising first and rare editions, association books, autograph letters, manuscripts, plays and playbills, prints and portraits, music, relics and special items. The exhibition was a graphic portrayal of one of the most astonishingly active and creative lives in literary history. Although this was a midsummer exhibition the public has taken great interest in it and the attendance has been very large.

One feature of special interest was the early American editions of Dickens, in many cases so rare that it is difficult to understand why they have attracted so little attention from collectors in the past. The impossibility of determining the first editions of any particular work, in some cases, is one of the excuses often given,

and the lack of any accurate list of these early editions is still another reason frequently mentioned. The simple truth is, however, that it has needed just such an exhibition as this to awaken interest in this class of Dickensiana. The great majority of these early American editions were printed on poor paper and were soon destroyed, with the result that those issued in parts are undoubtedly rarer than the English editions of these works. The illustrations in these early editions were in most cases copies and engraved in this country, while in some editions the illustrations of American artists were substituted for those in the English editions. The New York Public Library has taken this occasion to print an illustrated review of this exhibition and to include a check list of first and early American editions of Dickens's writings. It records such titles as are in the exhibition or are owned

by the New York Public Library but could not be shown for lack of space. Dickensians will be interested in this list, and because it was hastily prepared and is confessedly incomplete the library invites additions and corrections. While titles and descriptions have been given in full, with many interesting notes, space did not permit the mention of many other points of interest in these early editions. These necessarily are left to the discovery of the real collector, to whom this study will be a constant source of interest, and of information about the early publishing houses of this country. Here is an admirable starting point for American collectors of Dickensiana and is well worth their consideration.

VISITORS to Boston at the tercentenary celebration of the founding of the Commonwealth next year will be able to see the original charter, granted by Charles I and brought to Salem on the *Arabella* by John Winthrop, Governor, in June, 1630. This is made possible by the action of the Legislature, providing for a special safe, in which the document is to be exhibited. Formerly the charter, one of the pioneers in constitutional government in the New World, was available to students only by special permission to inspect it. In the last ten years it has been viewed only four times. - In addition to the charter drawn in 1628-29, other papers of historical interest will be placed in the safe. These include the repeal of the charter in 1684, the explanatory charter of 1726, the constitution of 1780, with amendments to date, and the records of the Massachusetts Bay Company and Colony from 1628 to 1686.

THE annual report of the Boston Public Library lists among the new accessions of rarities a copy of "The Young Secretary's Guide; or, a Speedy Help to Learning," written by B. W. Boston and printed by B. Green for Nicholas Buttolph, in 1708.

This is an interesting imprint, and is one of the earliest "short cuts to knowledge" to make an appearance in the New World. This copy is the only one known of the edition of 1708, although the library has a copy of the edition of 1707.

ONE of the most valuable libraries assembled in Peru has been bought intact by Duke University, of Durham, N. C., and will be preserved there in the university's collection of books and manuscripts relating to Latin-America. The library was collected by Francesco Perez de Velasco, late bibliophile of Lima, and represents the research of more than twenty years, and a large expenditure of money. It includes 3,000 volumes, old newspapers, original manuscripts, historical documents, pamphlets, government reports, much of the material of which cannot be duplicated. Experts who have examined the collection regard it in many respects superior to the national library at Lima. Most of the books are in the Spanish language, but many books in Latin and French are included. "The Summary of Accounts of Gold and Silver" published in Mexico in 1556, tells of the enormous stores of precious metals found in Peru by the Spaniards. "The Discovery of the Amazon" was written by Father Rodriguez and on its publication in Spain in 1684 was suppressed by the government, fearing that Portuguese explorers would gather information from it. The collection has many books that are unique, of extreme rarity, and rich with association interest.

DR. GEORGE WATSON COLE, librarian emeritus of the Henry E. Huntington Library and Art Gallery, San Marino, California, has been visiting the Rylands Library, Manchester, the South Kensington Museum, the Royal Musical College and the British Museum of London, and the Bodlian Library at Oxford, in research work. Dr. Cole is preparing a study of Ben Jonson's "Masque of the Gypsies" which was first produced in 1640. It has been known to have been produced three times, and various alterations have crept into the text. He has been making a careful study and comparison of early copies in order to establish a final definitive text.

FIRST editions and other rarities which Alvin W. Krech, chairman of the board of directors of the Equitable Trust Company, collected as a member of the exclusive Hobby Club, have been set forth in detail in an appraisal of his estate. The

collection, valued at more than \$70,000, covers a wide range of rare books, beginning with a Gutenberg imprint of 1460, including several Caxtons, an original manuscript of Benvenuto Cellini, Cruikshankiana, and first editions of modern authors.

GABRIEL WELLS, of this city, has presented to the British Museum a number of letters written by Charles Greville, the English diarist, that were published for the first time last June. The letters are of historical interest and importance, relating to the controversy between Great Britain and the United States over the Crampton affair in 1856.

AVOLUME of Gissingana under the lengthy title "Selections Autobiographical and Imaginative from the Works of George Gissing, with Biographical and Critical Notes by His Son," has been published by Jonathan Cape and Harrison Smith. There is a great deal in Gissing's writings of an autobiographical nature, and the selections here accentuate this characteristic of his literary work. For this reason the student or collector of Gissing will find this volume interesting and helpful.

THE New York *Times* reports that the copy of the first edition of Boswell's "Life of Johnson," with the undeleted text, recently discovered by Gabriel Wells, in London, has been bought by A. Edward Newton. The *Times* remarks that "it is hoped that he will now give the information contained therein to an interested public."

BEING for a time in possession of the original autograph letters of Lord Chesterfield to his Godson, Temple Scott has written a paper on "Lord Chesterfield and His Letters to His Sons" which has been issued over the imprint of Arthur Zinkin, Meridian Bookshop, Indianapolis, by the Plandome Press of New York, in a special edition of two hundred copies. The paper is intended as an introduction to a study of Chesterfield, and is flavored by Mr. Scott's intimate examination of the original letters. These Autograph Letters are at present in the possession of Mr. Zinkin. They are offered at \$135,000.

J. CHRISTIAN BAY, of the John Crerar Library, referring to our note on Luther A. Brewer's privately printed "Joys and Sorrows of a Book Collector," calls our attention to the fact that this is the eighth book in which Mr. Brewer has deposited his studies on Leigh Hunt. All eight books were privately printed by Mr. Brewer, for many years owner and Director of the Torch Press, Cedar Rapids, Iowa. Since 1910 Mr. and Mrs. Brewer have extended the compliments of Christmas time through the medium of a beautiful book, usually dealing with some literary or bibliographical subject. The following issues are especially devoted to Leigh Hunt and based mainly on Mr. Brewer's unique collection of this poet and his associates in English literature:

1. "Around the Library Table," an Evening with Leigh Hunt, 1920. With two facsimiles of two letters from Hunt to Severn.
2. "Leigh Hunt's Robin Hood," 1921, Reprint of the entire poem with facsimiles of portions of original draft.
3. "Stevenson's Perfect Virtues" as exemplified by Leigh Hunt.—1922.
4. "The Love of Books." With a reprint of Leigh Hunt's Essay on "My Books."—1923.
5. "Some Lamb and Browning Letters to Leigh Hunt."—1924.—With facsimiles of four letters from Lamb to Hunt, one from Hunt to Mrs. Shelley, one from Hunt to Browning and one from Browning to Hunt.
6. "Wanderings in London."—1925.
7. "Marginalia."—1926.

Mr. Bay adds that neither in Chicago nor elsewhere has any of the Brewer Christmas books ever turned up in the book market, except once. This shows, as we indicated some weeks ago, that any collector that garners any of these books will be happy. They are not only important as contributions to literary criticisms, but written in a spirit of wholesome cheer, and with a fund of knowledge based on long familiarity with, and intimate study, of the best influences in English literature.

Catalog Received

American historical autographs and documents, European autographs, documents, etc. (Items 444.) J. M. Taggart, 29 Southeast First Ave., Miami,

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T. Hamersly. General Register of U. S. Navy. 1882; Complete Navy Register. 1888.
The Pioneer. 3 nos. 1843.

ANTIOCH COLLEGE LIB., YELLOW SPRINGS, OHIO
Tyndall, John. Sound. Appleton. 1873. 4 cops.
Magie, W. F., ed. Second Law of Dynamics;
Memoirs of Carnot and others.

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G. A. BAKER & CO., 247 PARK AVE., NEW YORK
McPherson. Railroad Freight Rates. Holt. 1909.

W. BALLANTYNE, 1409 F ST. N.W., WASH., D.C.
Boyle. Annas.
Meloney. Heritage of Tyre.
Forbes. As to Polo.

J. G. MCGILL, BAPT. SUNDAY SCH. BD., NASHVILLE, TENN.

Walker. A History of the Christian Church.

BARNES & NOBLE, 76 FIFTH AVE., NEW YORK
Jone. D. D. English Diction. Harper & Bros.

N. J. BARTLETT & CO., 37 CORNHILL, BOSTON
Cass, Louis. The King and His Court.
Harper Bros. Hist. of Silk, Cotton, Wool, Linen, etc.
Peterson, Chas. J. Kate Aylesford, A Story of the Refugees.
Poore. Rise and Fall of Louis Philippe. Ticknor. Boston. 1848.
Four White Swans. Brocade Series. Mosher. Portland, Me.

A. A. BEAUCHAMP, 603 BOYLSTON ST., BOSTON
Adams. Elements of Christian Science.
Davis. The Great Harmonia.
Dresser. The Philosophy of P. P. Quimby.
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Human Aura. Marques. San Francisco. 1885.
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 Writings of G. Washington. Ed. by Ford. 14 vols. 1899.
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 Sower, J. W. *Compendium of Facts, Figures and Formulas*.
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 Youngstown, Ohio. *Hist. of*. 2 vols. 1926.
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William Beck. Draper's Dictionary.
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Forthcoming Issues

❖ ❖ ❖ Next week's issue will contain special articles on the selling of children's books with Dorothea Lawrence Mann writing on "When Olcott Was New," and Franklin Mathiews, Chief Scout Librarian, on "Fashions in Fiction For Boys." Also an Index to Juvenile Books will be included. ❖ ❖ ❖

❖ ❖ ❖ With the fall term in academies rapidly approaching, Leona Fassett's article, "Troubles of a College Bookstore," from the University of California, at Berkeley, appearing in the September 7th *Publishers' Weekly*, should make a timely appeal to the trade in general. ❖ ❖ ❖

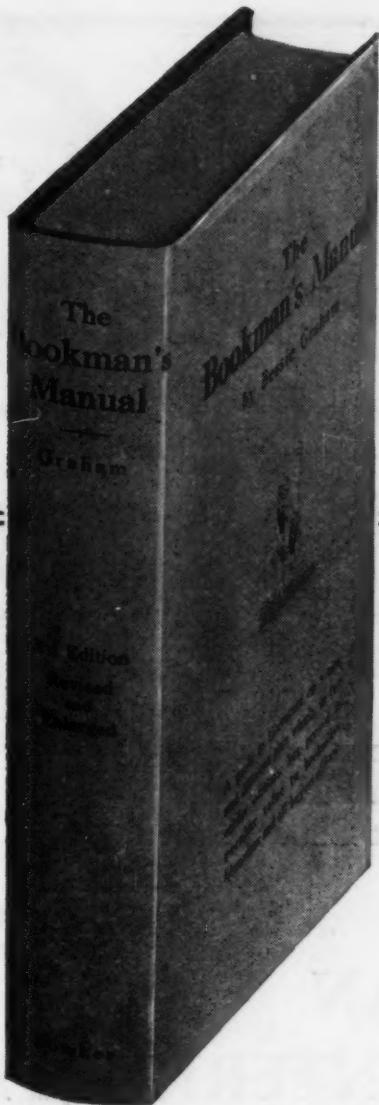
❖ ❖ ❖ Ruth Leigh again contributes to the *Publishers' Weekly* in the September

14th issue with an article on "Selling Business Books." ❖ ❖ ❖

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